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1 / 44

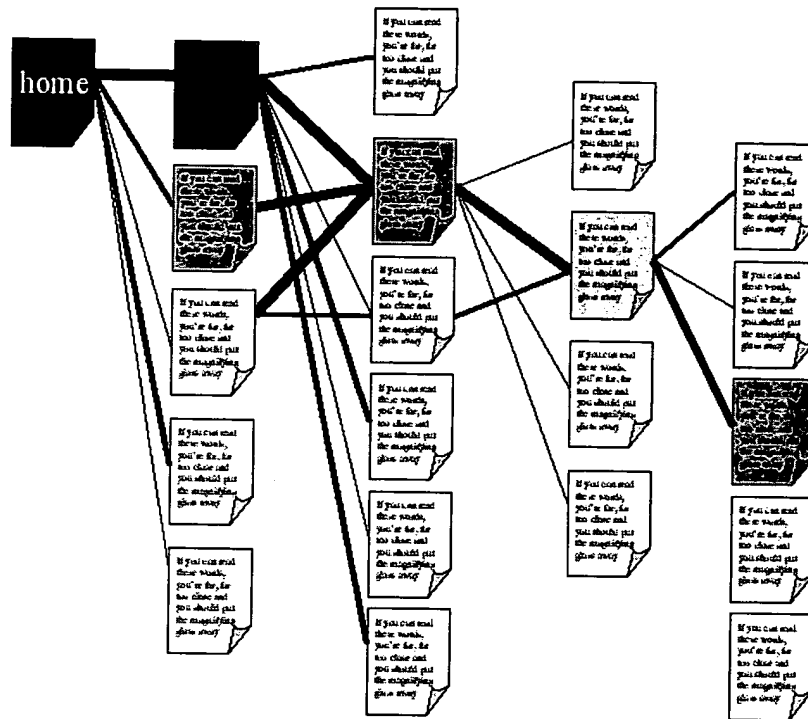


FIG. 1

Figure 10.10 A report like this would make it obvious that there should be a faster way to get from the home page to that fifth layer.

Back in the mid-1990s I remember seeing some tools that would map out the wanderings of groups and individuals but I hadn't seen anything like it until I came across VisVIP (<http://zing.ncsl.nist.gov/WebTools/VisVIP/overview.html>), created by the National Institute of Standards and Technology (NIST).

VisVIP allows the UE (usability engineer) to visualize the paths taken through the Web site by the subjects. This overview helps the UE to answer such questions as:

- Which parts of the Web site were used for the performance of a given task?
- Which parts were not used?
- How long did various subjects take to perform a task?
- How long did they take when visiting individual pages?
- How did subjects' paths compare with that of an expert?
- What is the overall linkage structure of the Web site?
- What patterns of navigational behavior did the subjects exhibit (e.g., re-visiting a home page, circling, etc.)?

2/44

VisVIP presents a 3D visualization of subjects' navigational path data through the Web site. It automatically lays out a 2D graph of the Web site. Each node of the graph represents a Web page, and edges represent links between pages. Nodes are color-coded by type: blue for HTML, purple for directories, green for images, and so on. Because URLs tend to be long, a briefer nickname is generated for each page. The UE has several options to simplify the graph: nodes of a given type, or those not on or near a userpath, can be suppressed. Also, if a graph is highly interconnected, the UE can specify that the site be pictured as a tree emanating from a selected root node.

Once a satisfactory graph of the Web site has been obtained, the UE can select which user-paths to display. These paths are represented as spline curves, resting on the plane of the Web site graph [see Figure 10.11]. The time spent at each page is depicted as a dotted vertical line with its base at the appropriate node. Curved vertical arrows into and out of the plane mark the beginning and end of each user path. Each user is assigned a unique color, so that several paths can be shown at once.

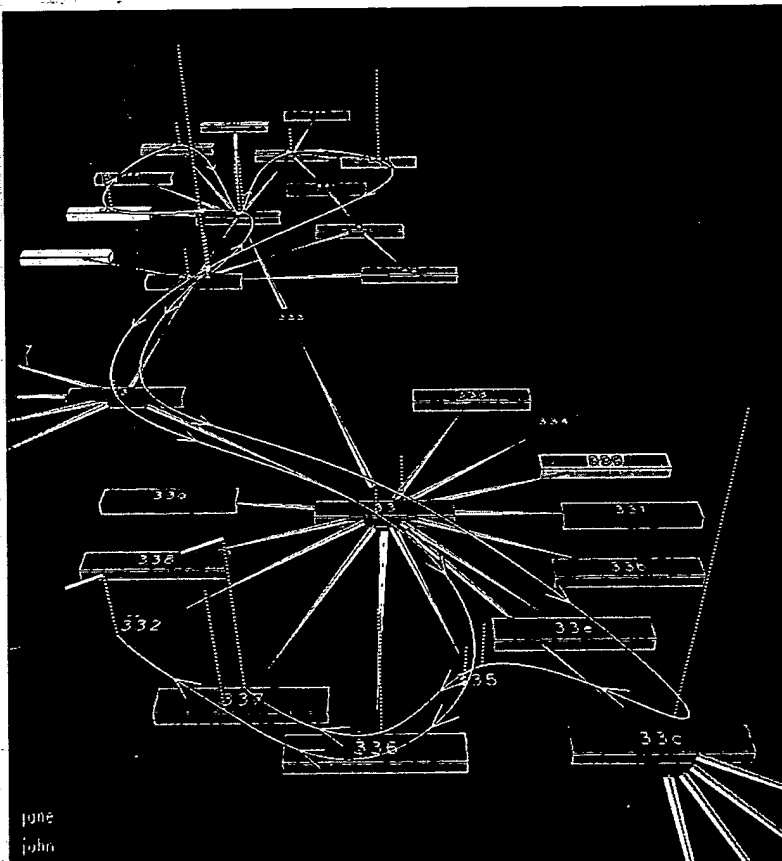


FIG. 2

Figure 10.11 A VisVIP plot gives the site developer visual insight about the type of wandering people do on a site.

3/44

LEVEL

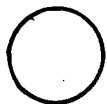
①



HOME PAGE
PORTAL ENTRANCE



②



③



④



back arrow
or specialty
link



TERMINATE

EXIT (E)



BUY
TARGET
or

Specialty Button

FIG. 3A

4/44

GENERAL SITE REPRESENTATIVE A/C

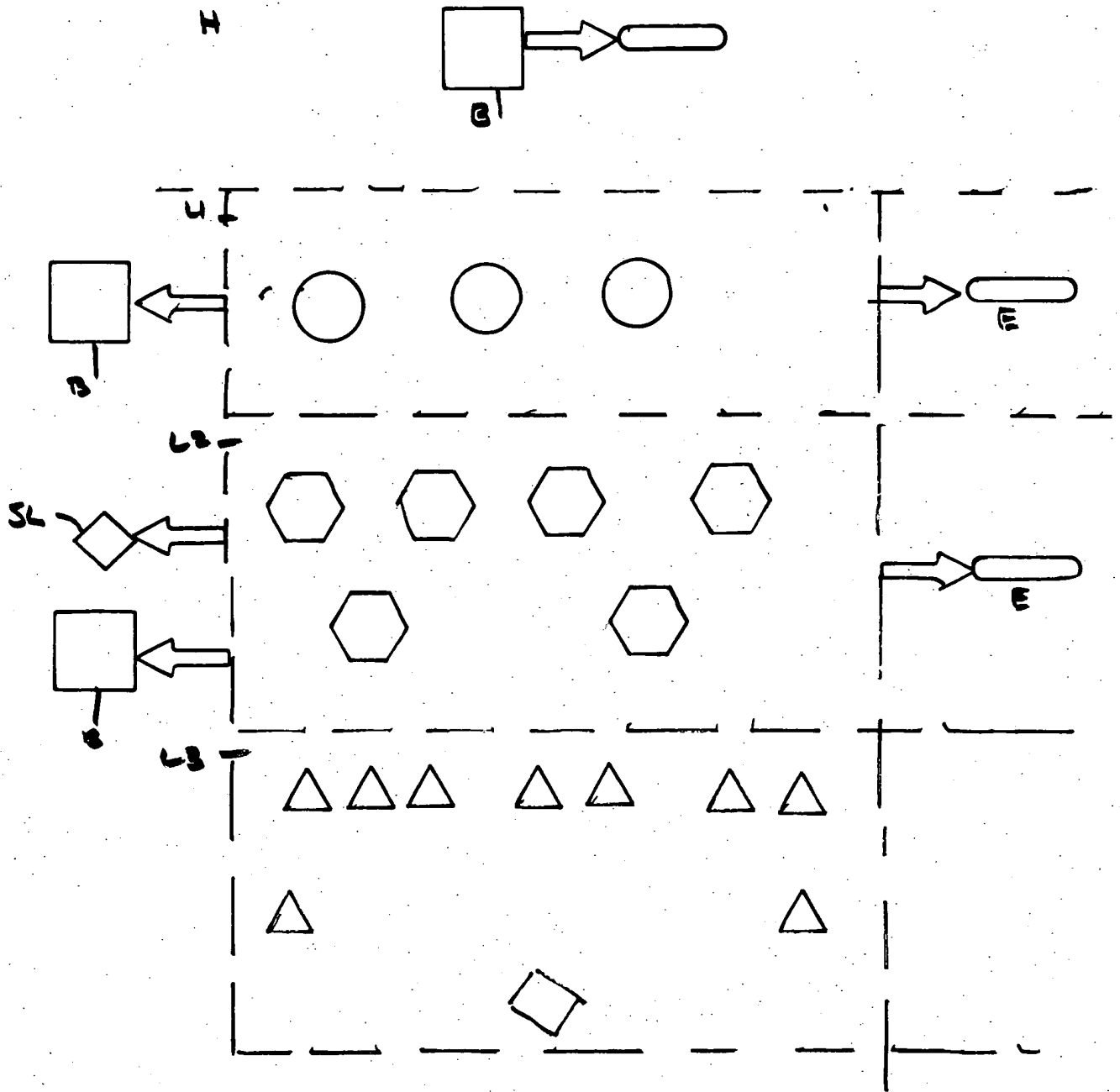


FIG. 3B

5/44

GENERAL SITE REPRESENTATIVE ARC

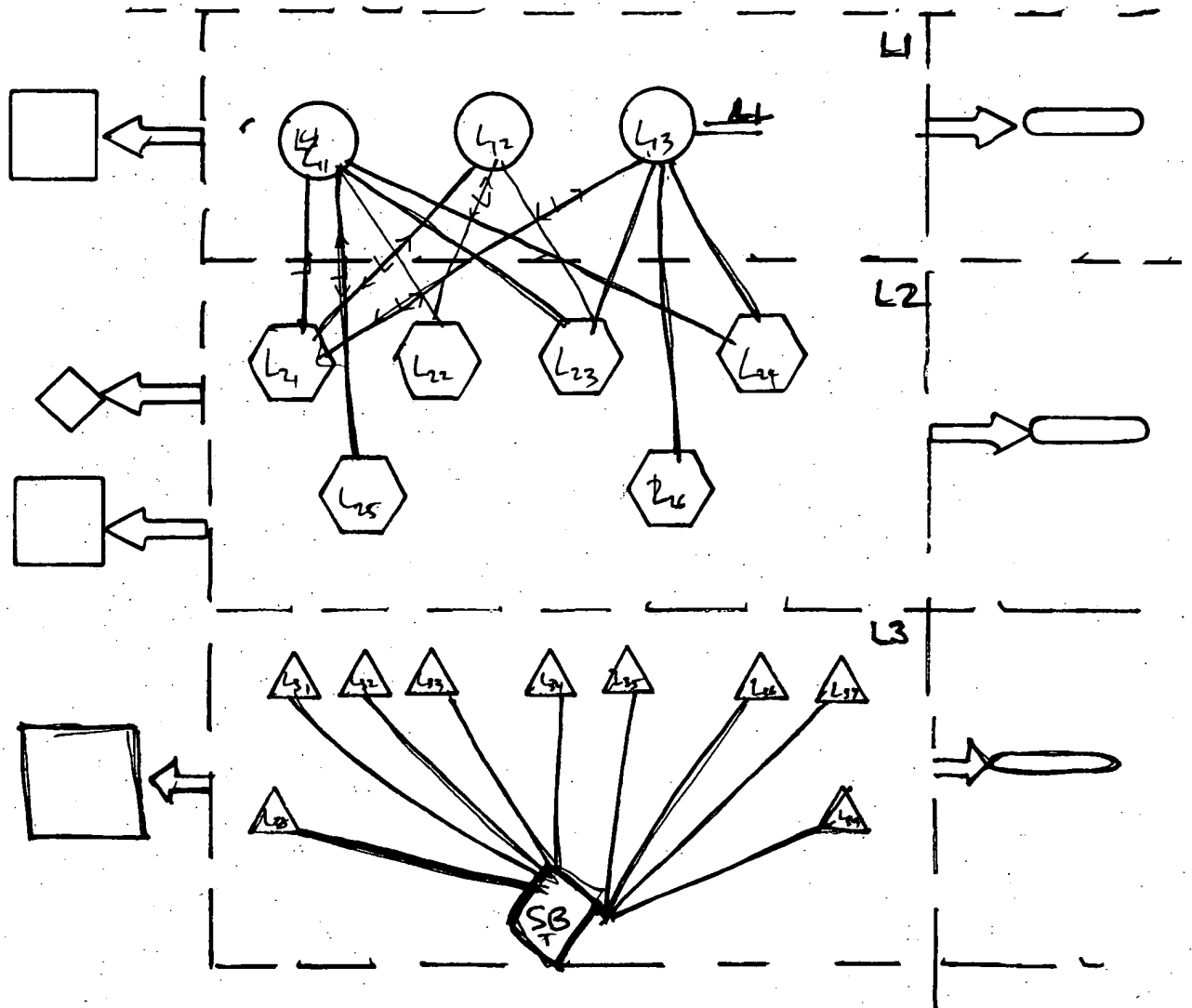
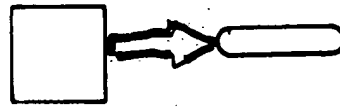


FIG. ~~3B~~
3C

6/44

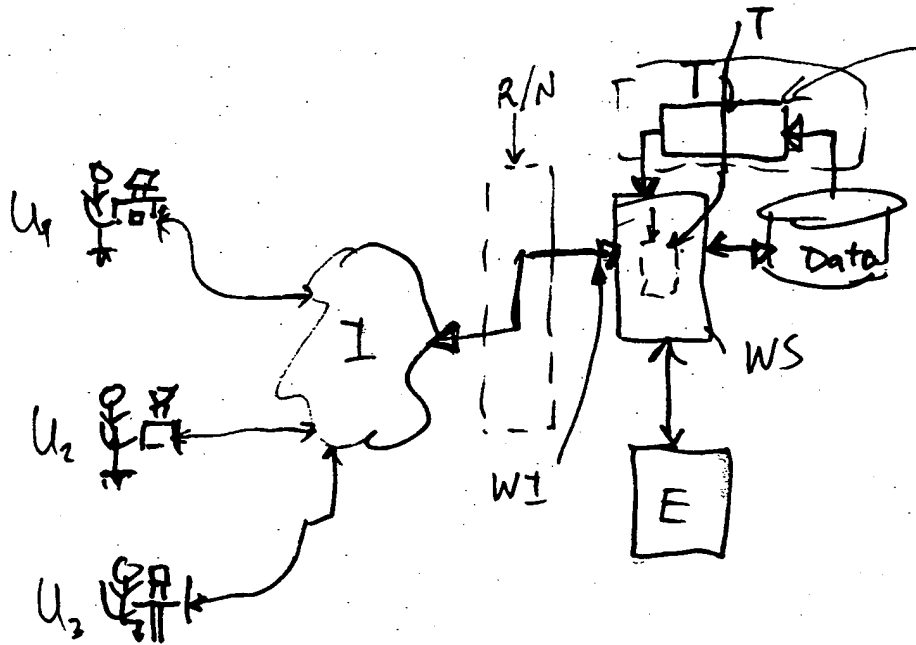


FIG. 4A

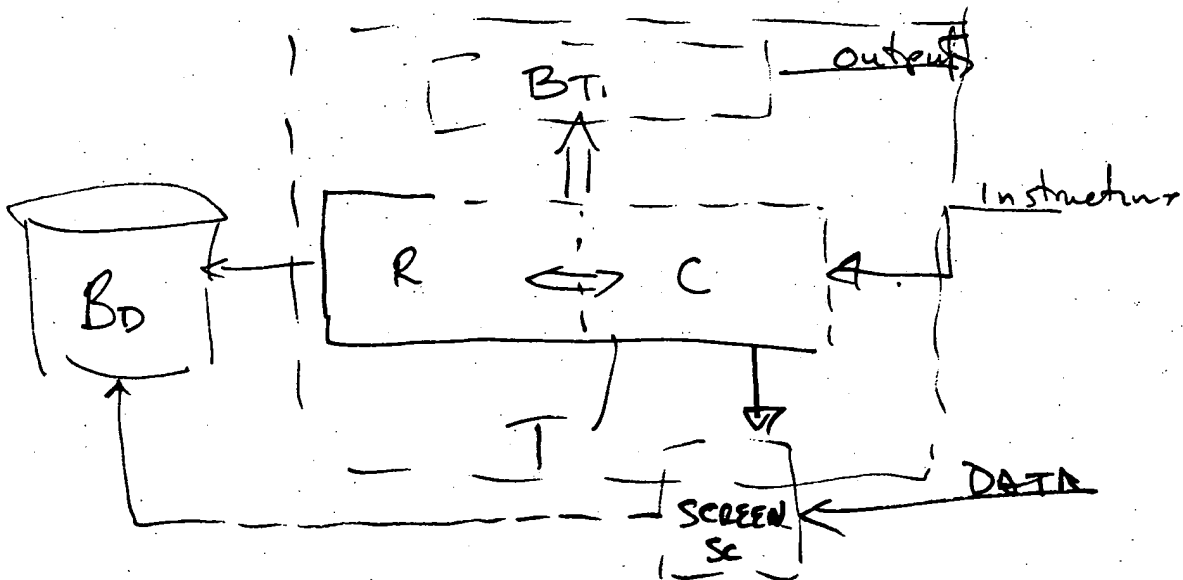


FIG. 4B

7/44

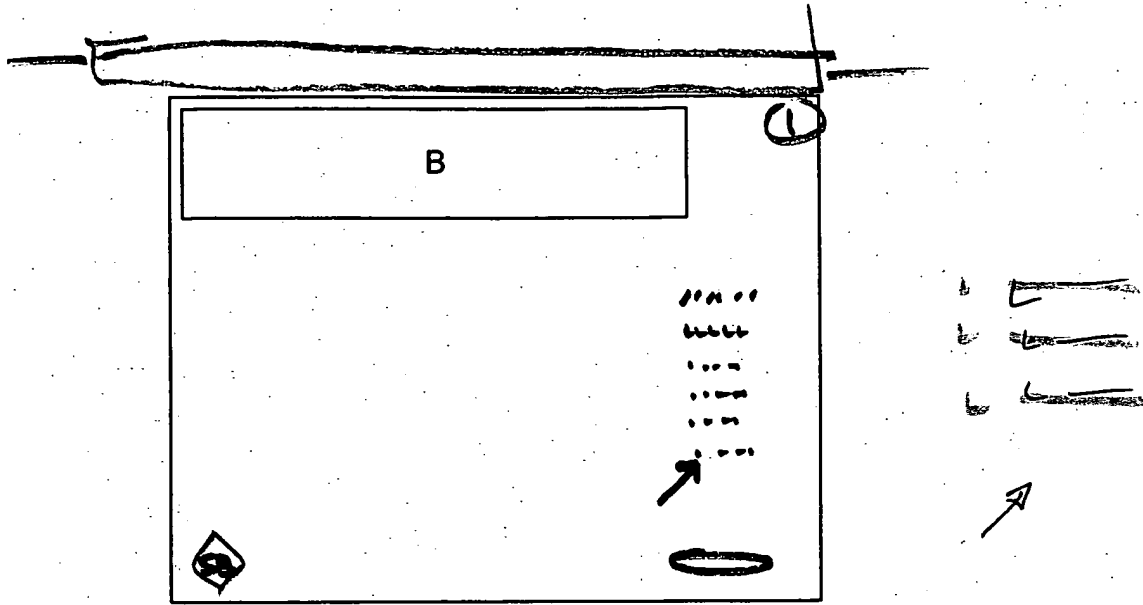


FIG. 5A

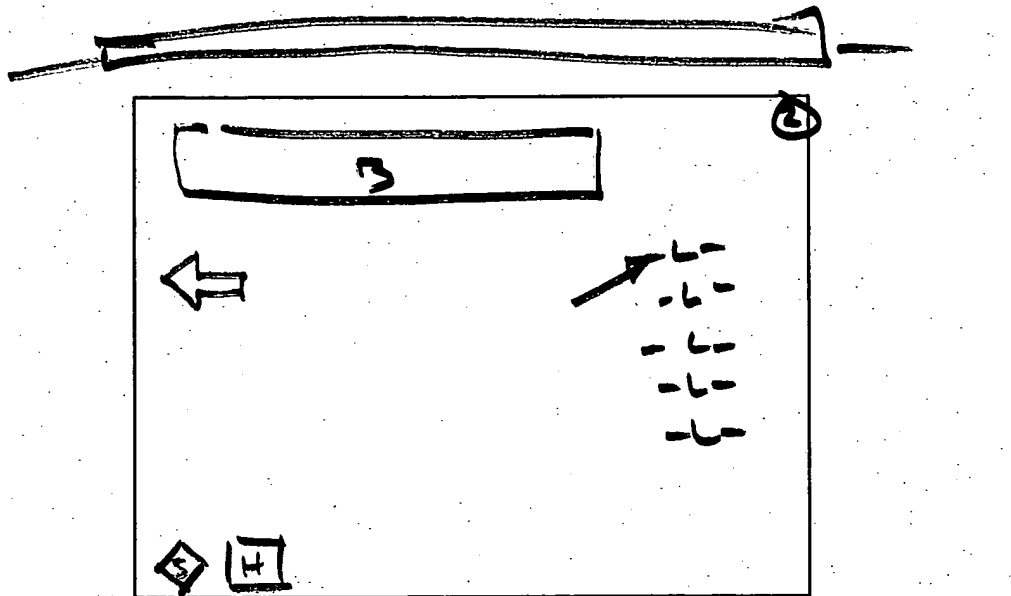


FIG. 5B

t_{x2}

8/44

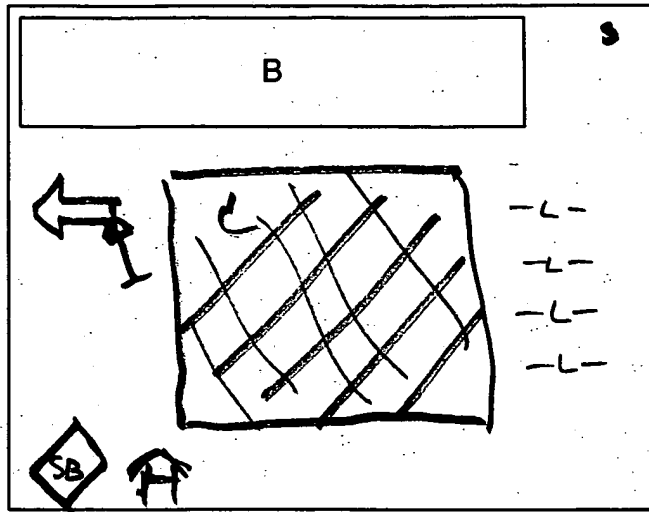


FIG. 5C

→ t₃

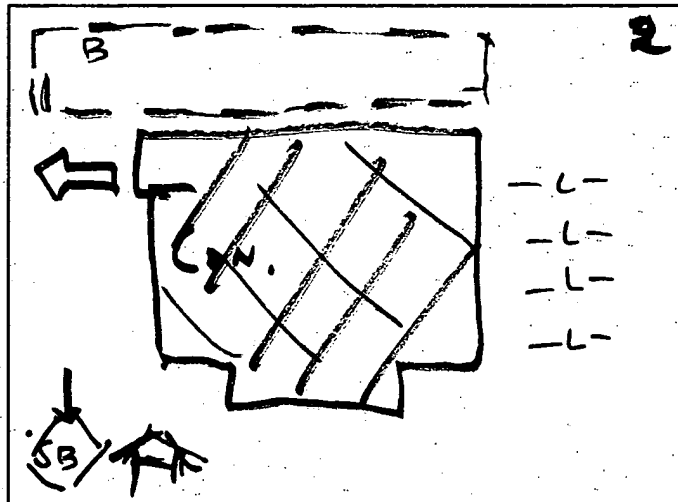


FIG. 5D

10/44

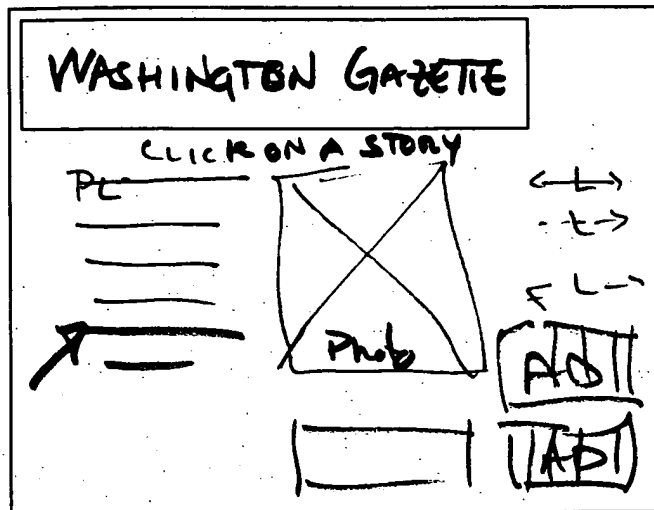


FIG. 7A

IN ORDER TO READ THIS STORY
PLEASE ENTER THE FOLLOWING
INFO:

ZIP:

DOB:

PREVIOUS VISIT:

YOUR INFORMATION WILL ONLY
BE USED TO IMPROVE OUR SITE

FIG. 7B

11/44

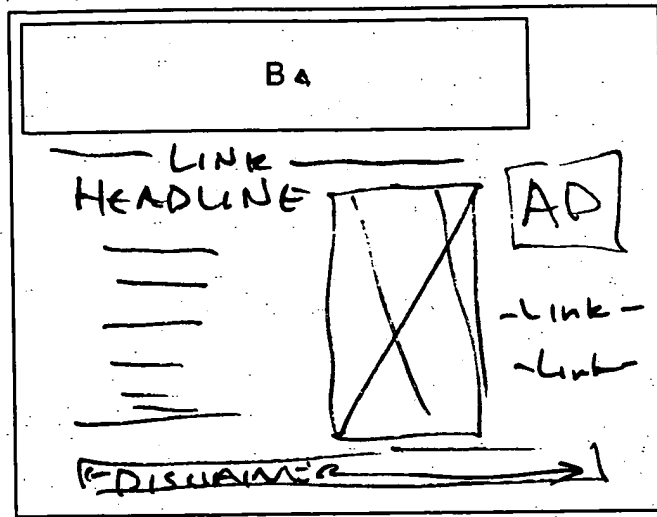
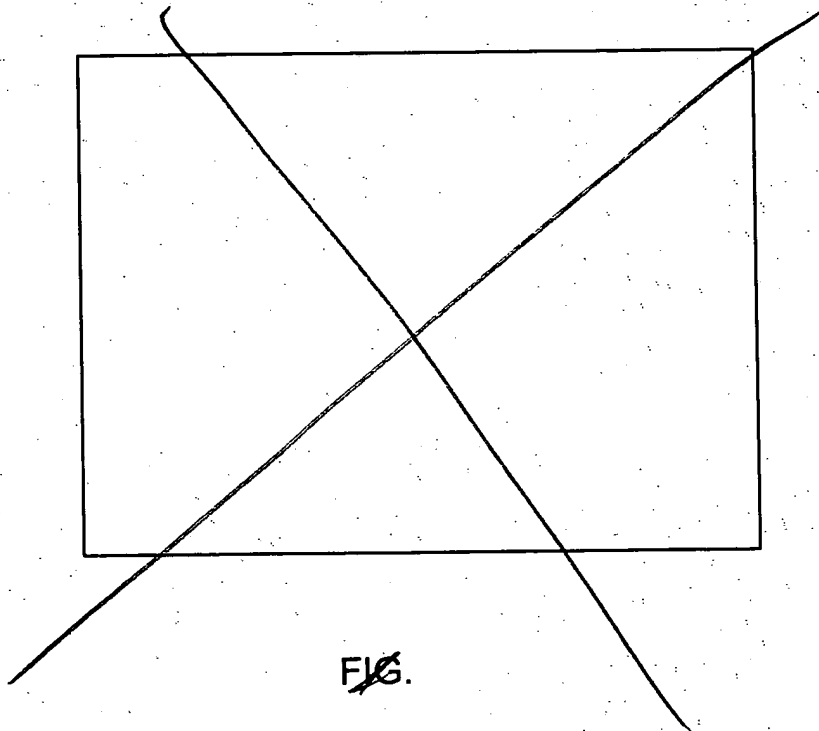


FIG. 7c



12/44

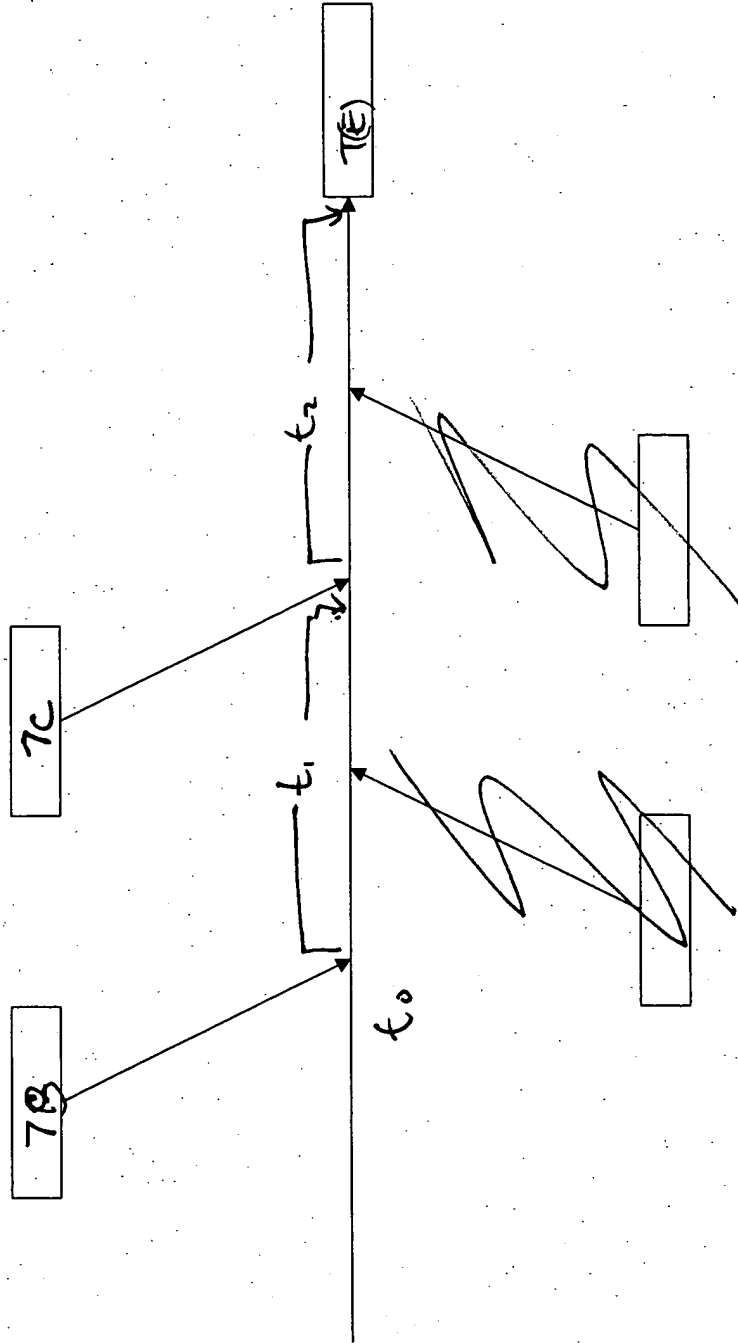


FIG. 7D

13/44

[illegible]

FIG. 8A

FIG. 8A

Index Info

Index		L ₁	L ₂	L ₃
37	YB, R	→		
↓	↓			

Arg →

FIG. 8B

TE event category
↓

Total time	TE
27	Sale
	Exit
	Exit
	SB
	SB
	Sale
	(2)

14/44

<http://www.VRBIA.com/L12>

P_{TE}

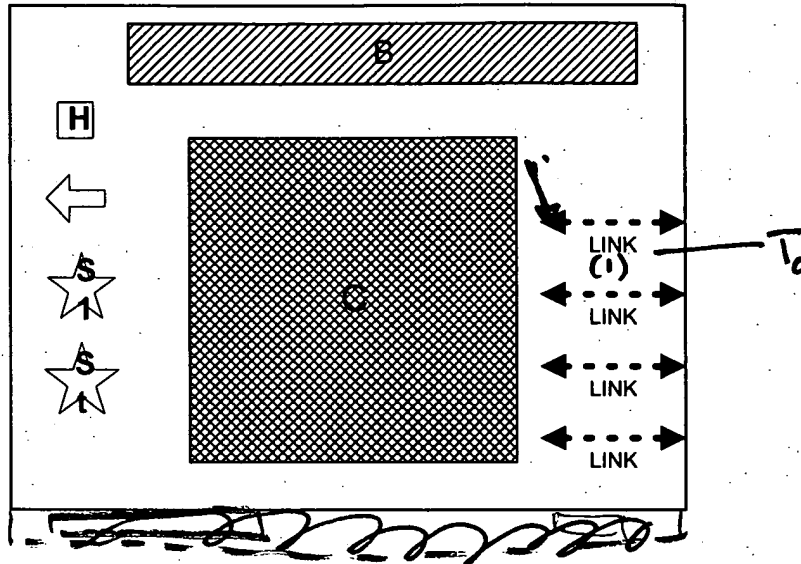


FIG. 9A

<http://www.VRBIA.com/L12/L23>

P_{RI}

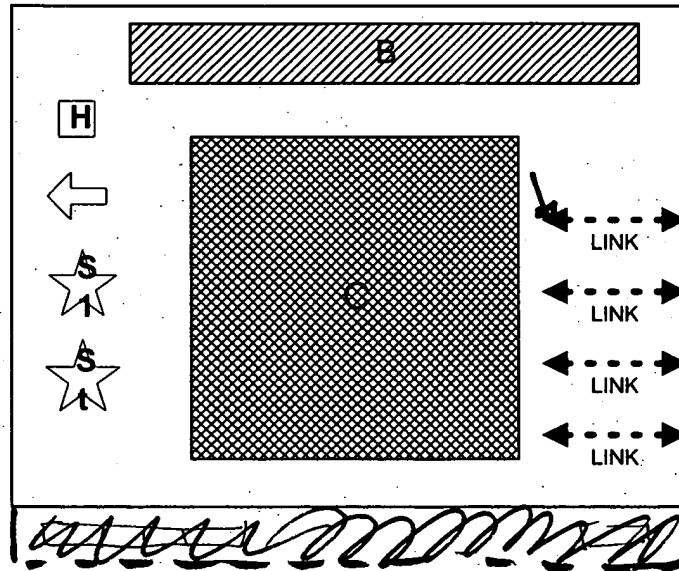


FIG. 9B

15/44

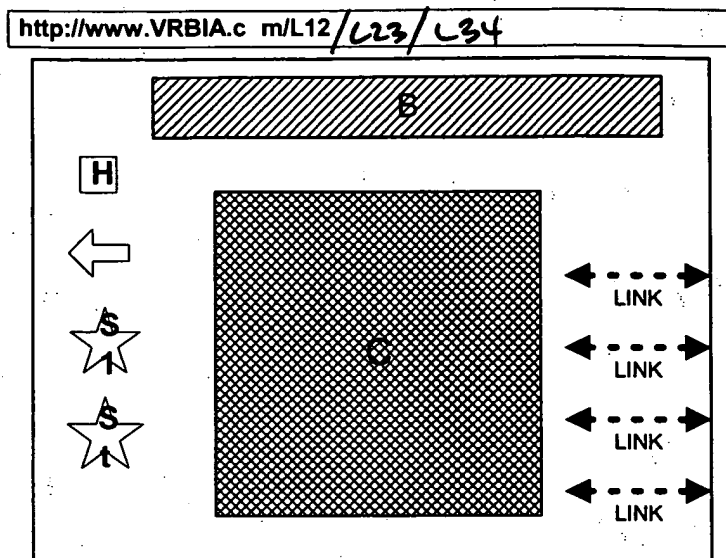


FIG. 9C

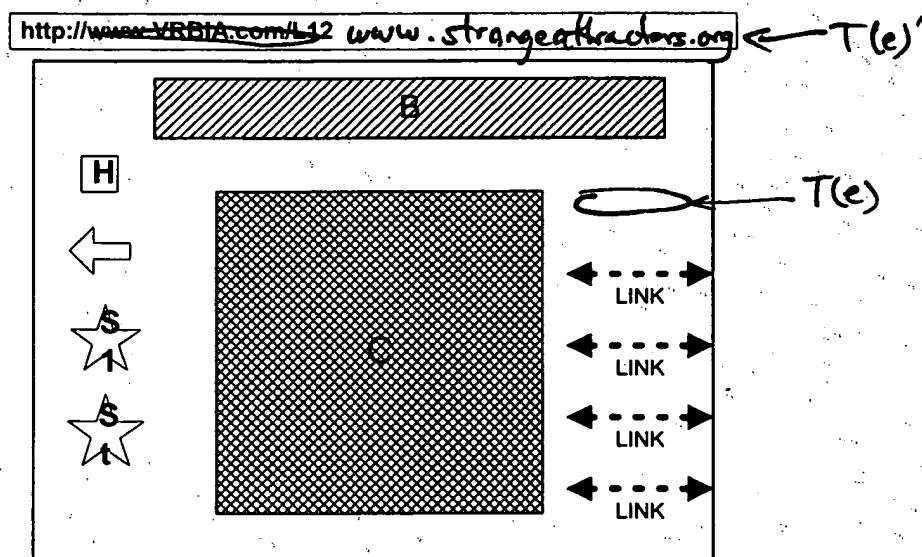
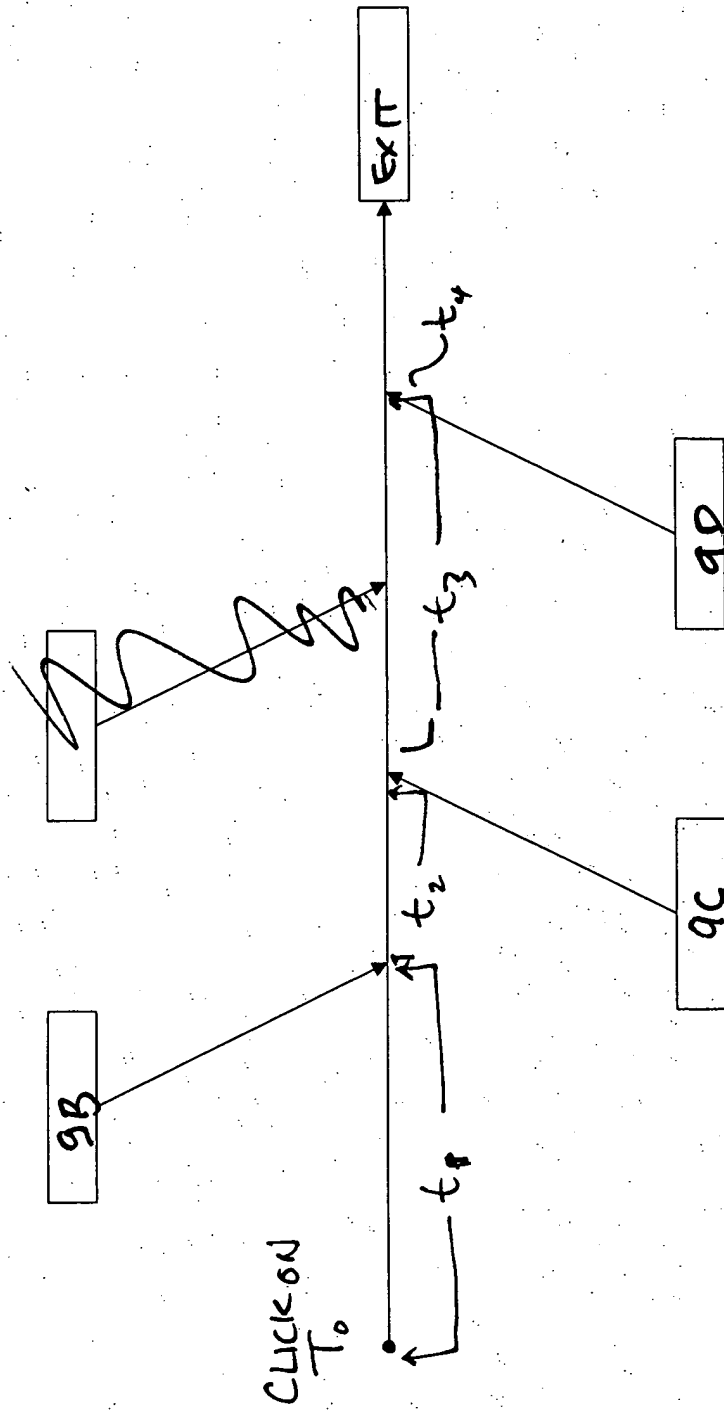


FIG. 9D

16/44



~~qE~~ qE

17/44

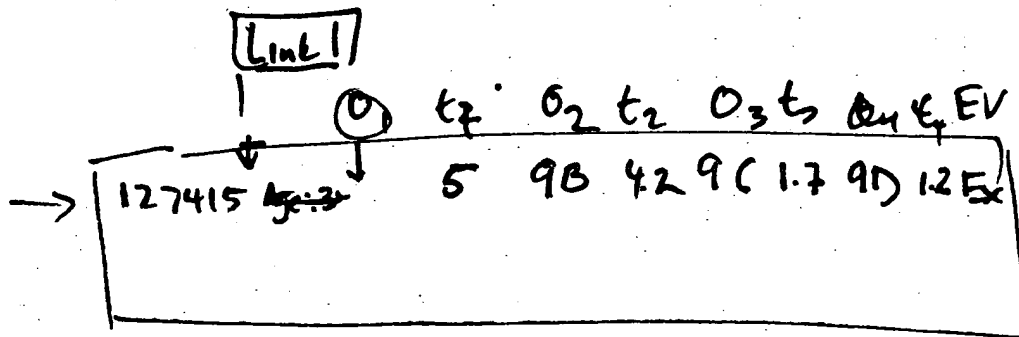


FIG. 9F

18/44

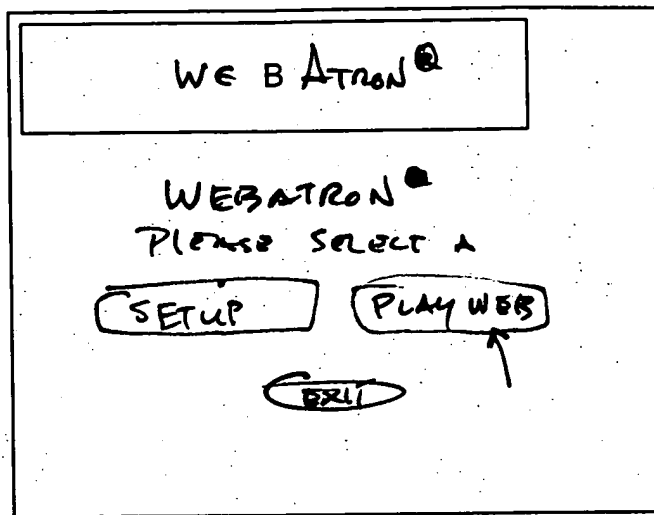


FIG. 10A

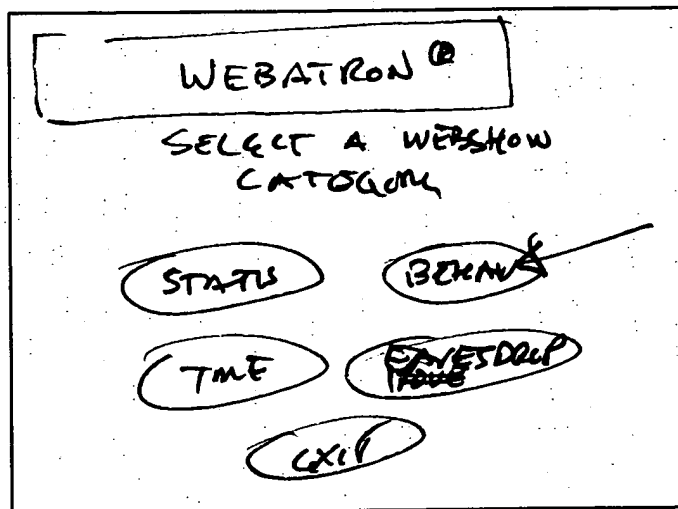


FIG. 10B

19/44

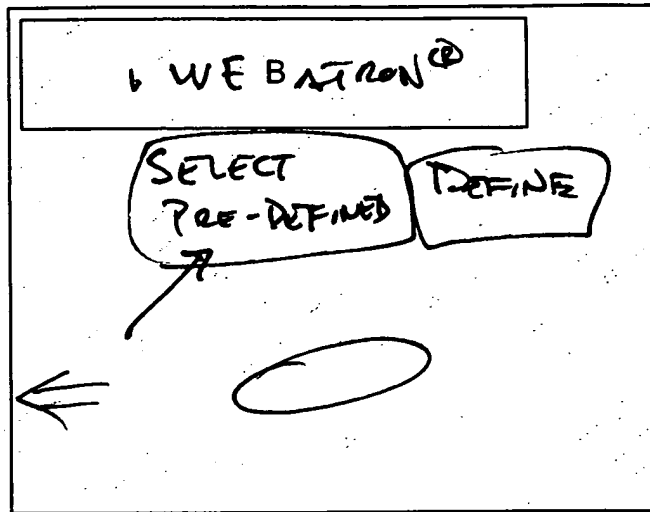


FIG. 10C

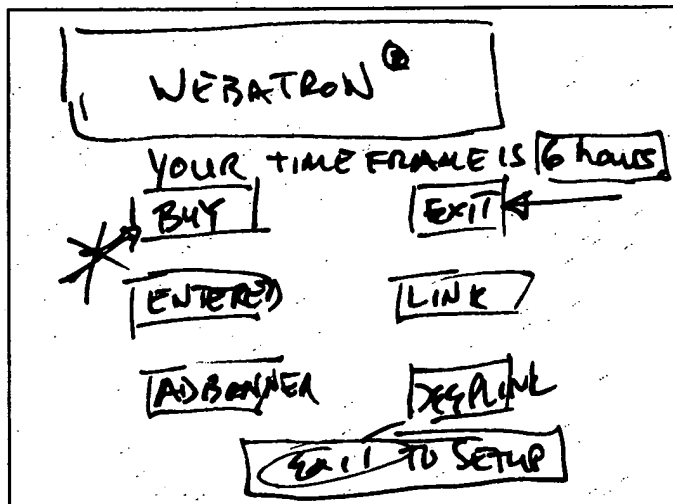


FIG. 10D

20/44

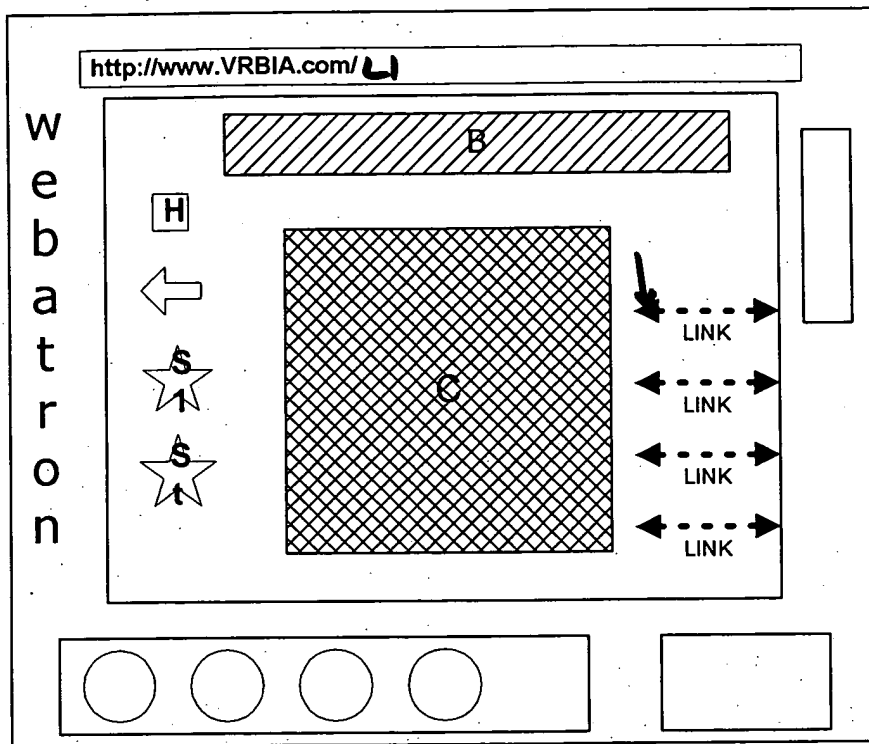


FIG. 10F

$t_1 = \times \text{sec.}$

21/44

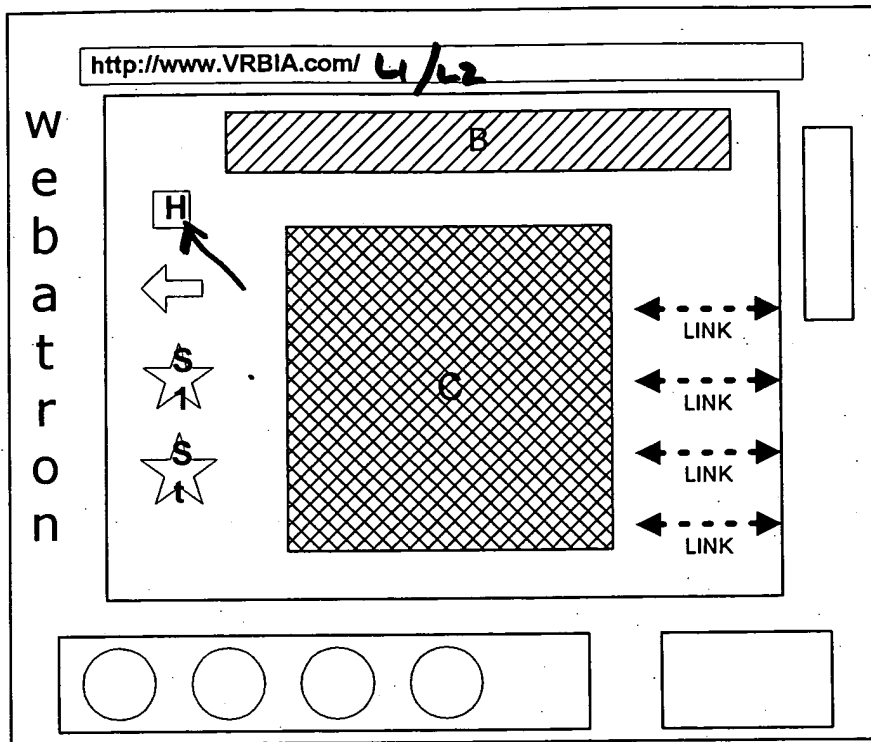


FIG. 10F

$$t_2 = 7 \text{ sec}$$

22/44

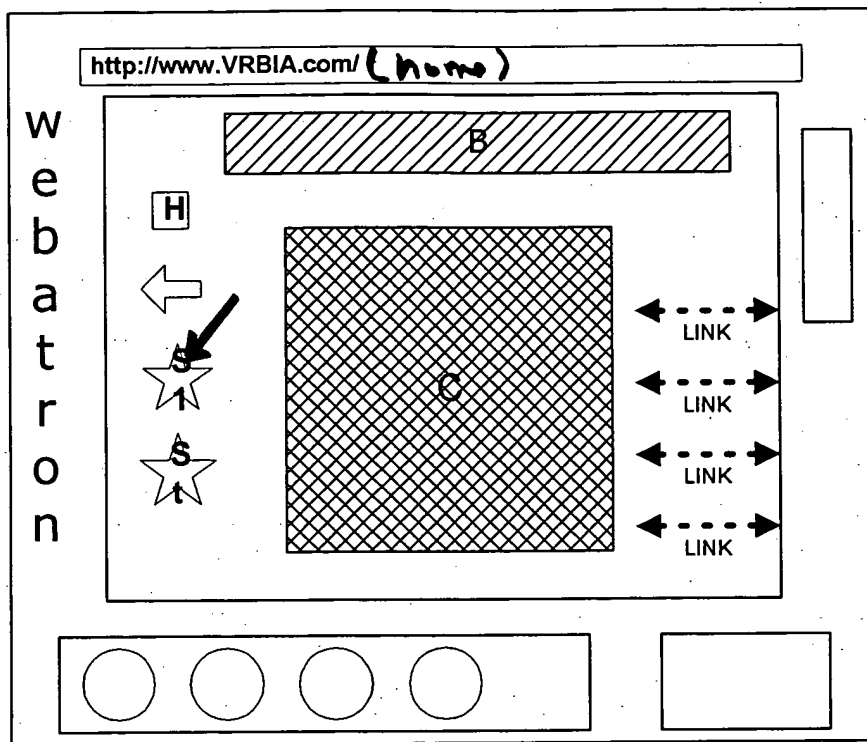


FIG. 10G

$$t_3 = 2$$

23/44

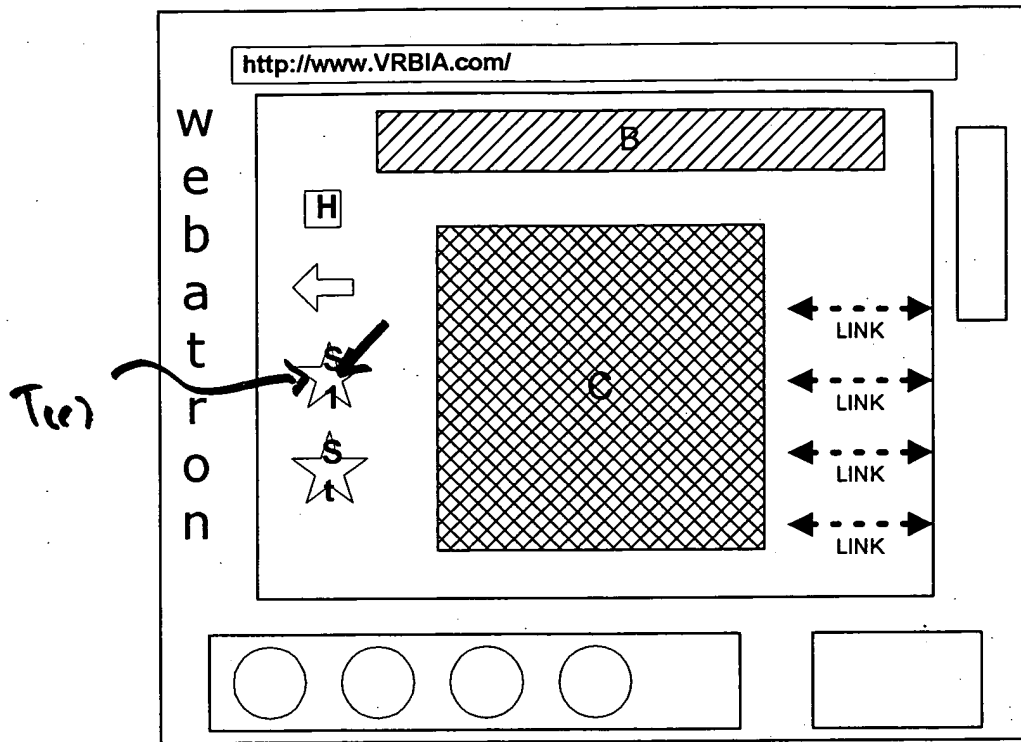


FIG. #104

($t_4 = A$)

target event

2.4/44

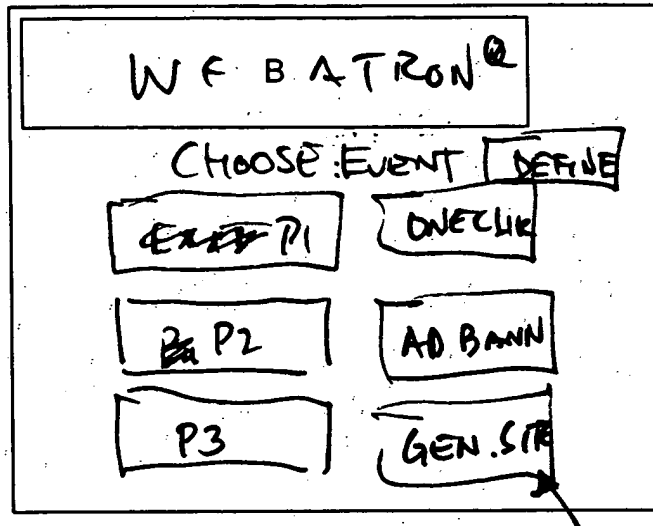


FIG. 11 A

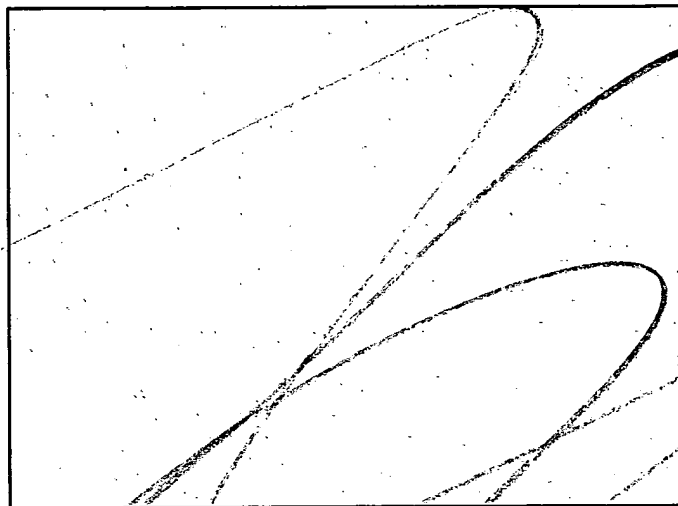
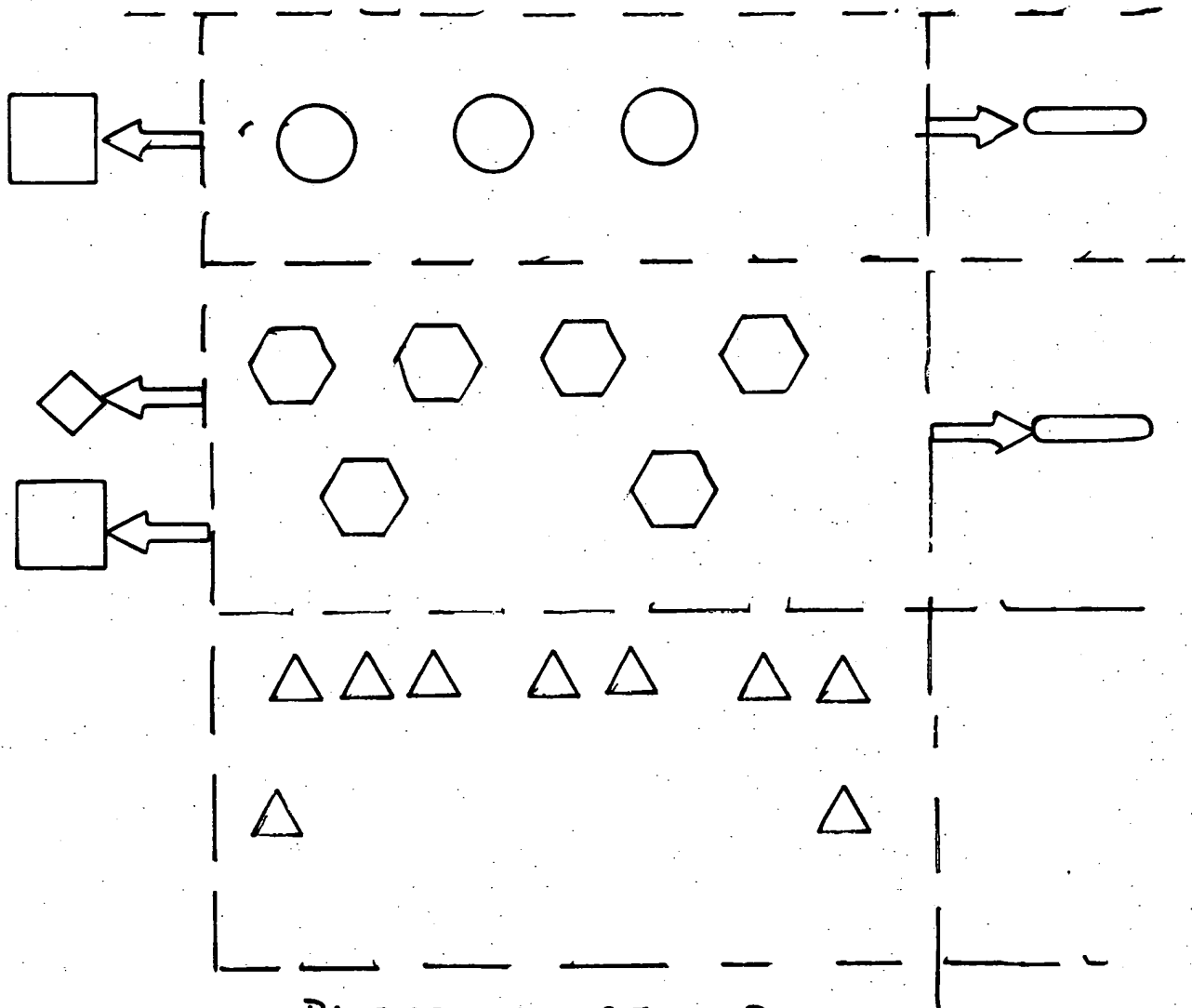
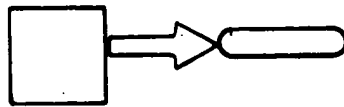


FIG. 11 B

25/44

GENERAL SITE REPRESENTATIVE A/C



PLEASE CHOOSE A PAGE
11 B

FIG. ~~30~~

26/44

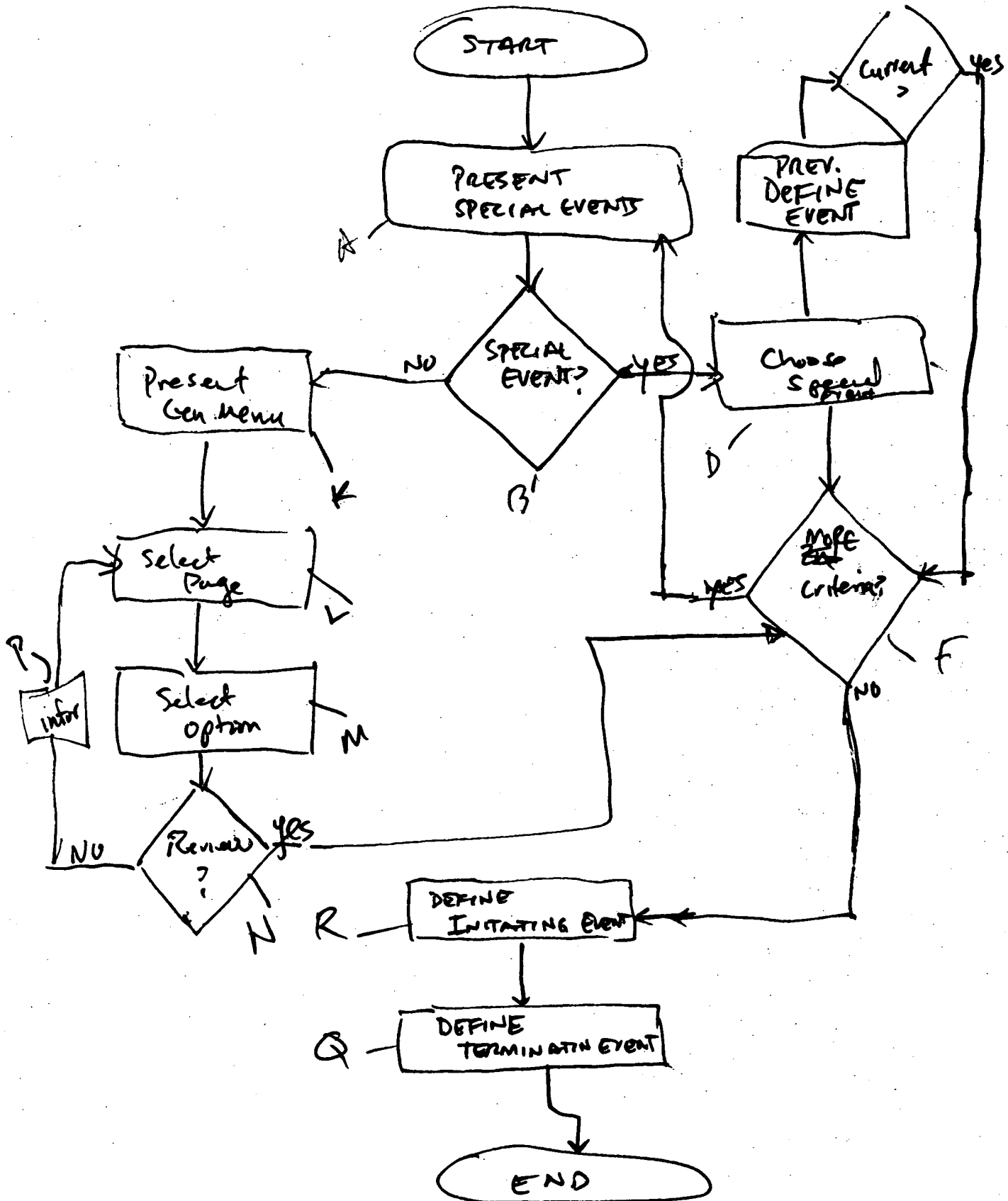


FIG 11C
TARGET BEHAVIOR DEFINED

27/44

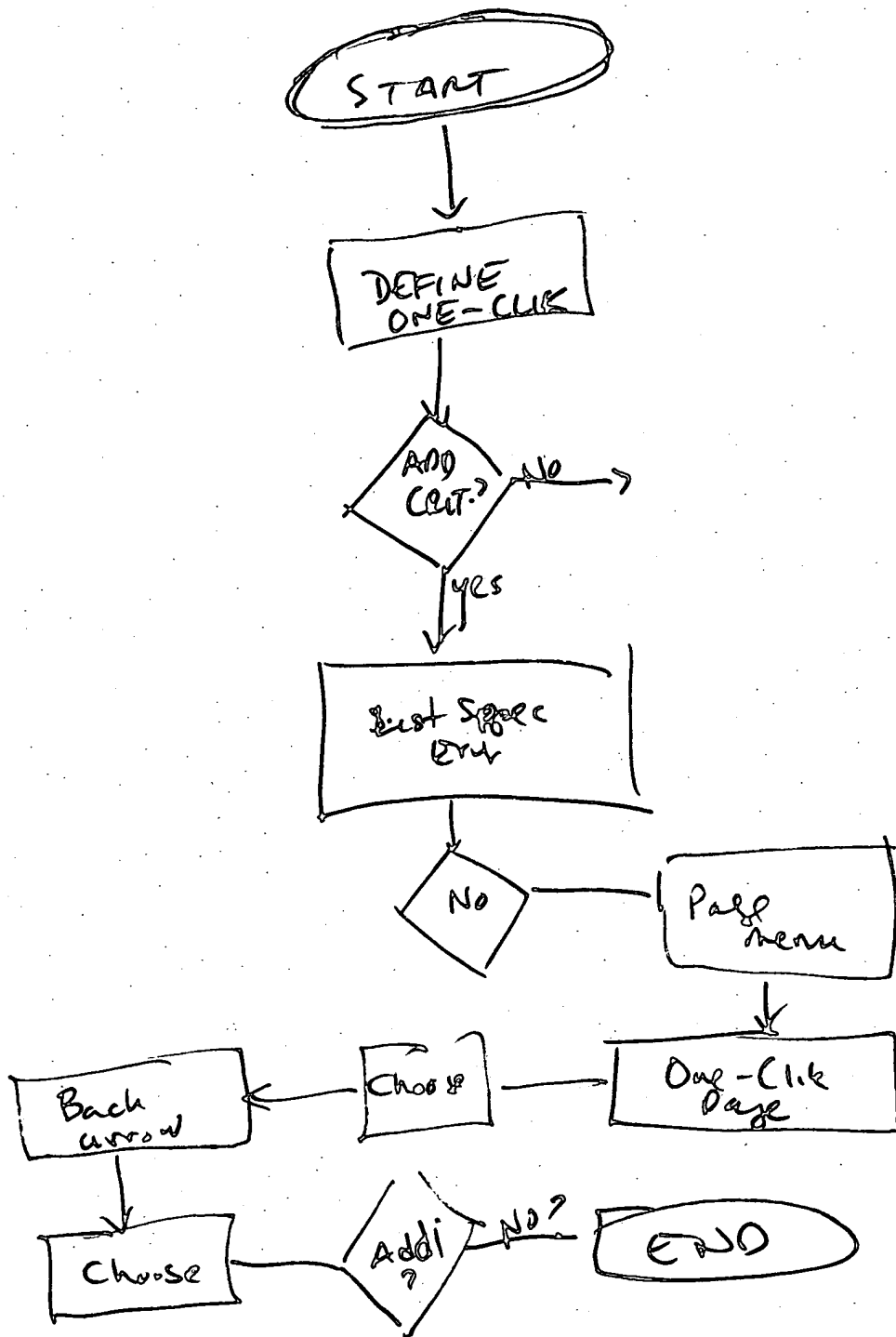


FIG. 11 D

28/44

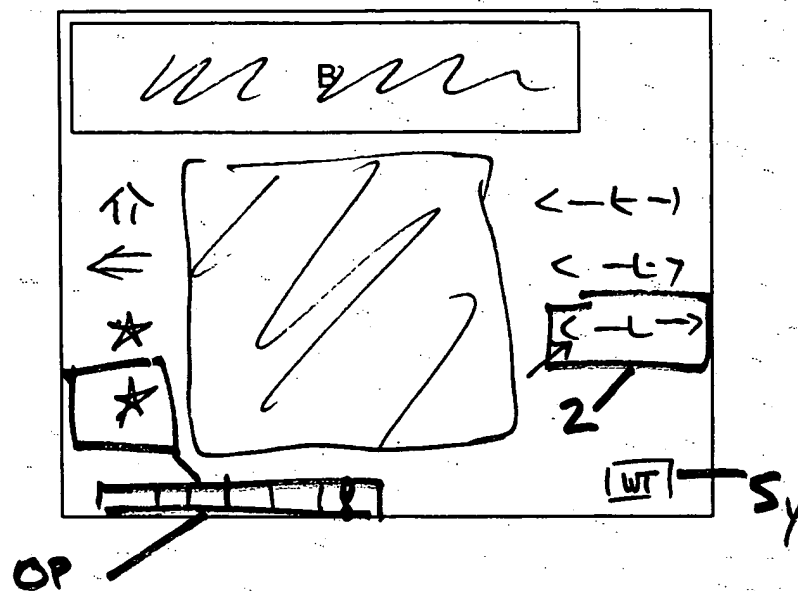


FIG. ~~12A~~ 12A

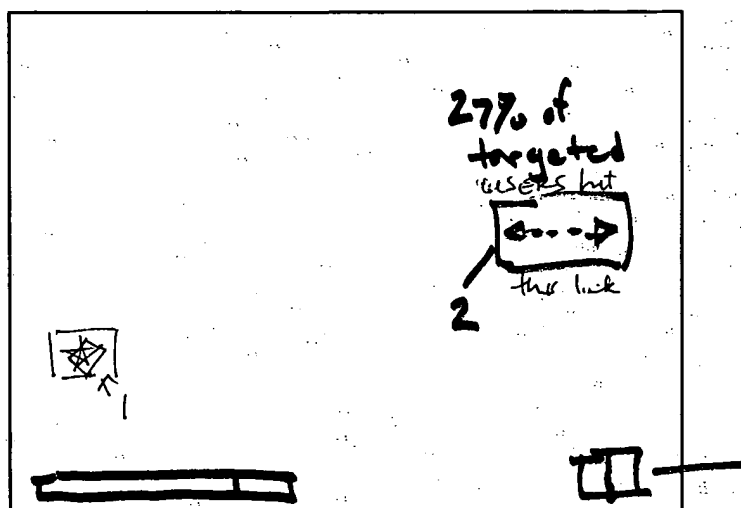


FIG. ~~12B~~ 12B

29/44

B

Do you wish
to follow 1 or 2?
or present both
in order

2

1

2

St

FIG. ~~HE~~ 12C

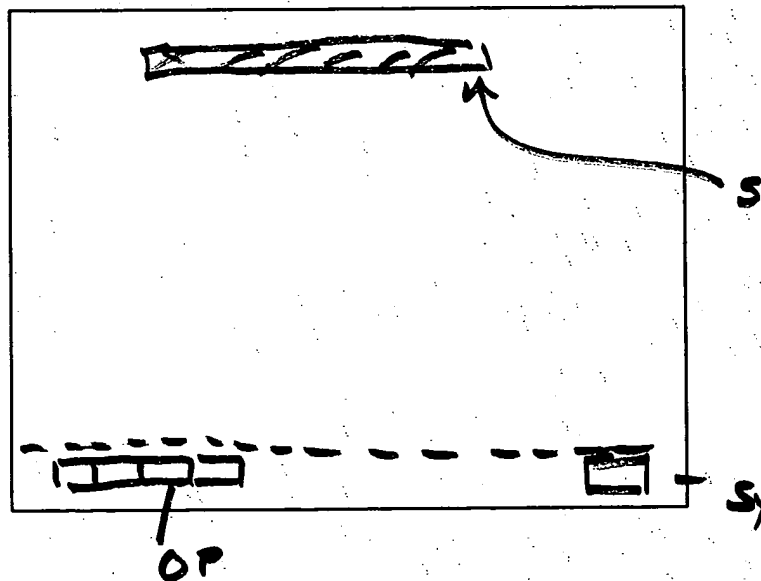


FIG. ~~10~~ 12D

30/44

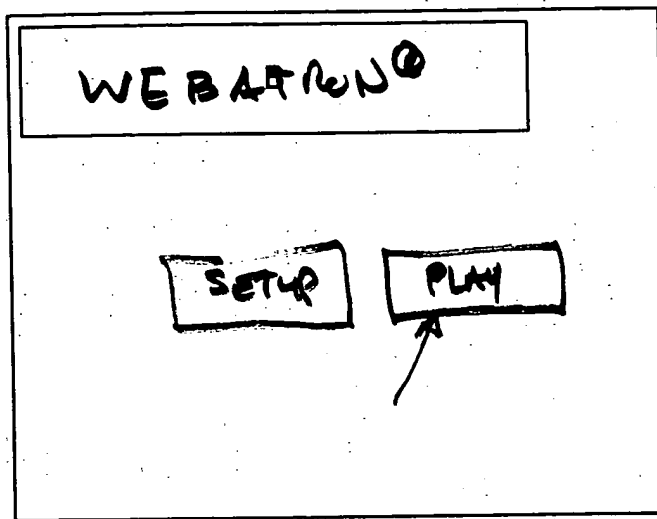


FIG. ~~12A~~ 13A

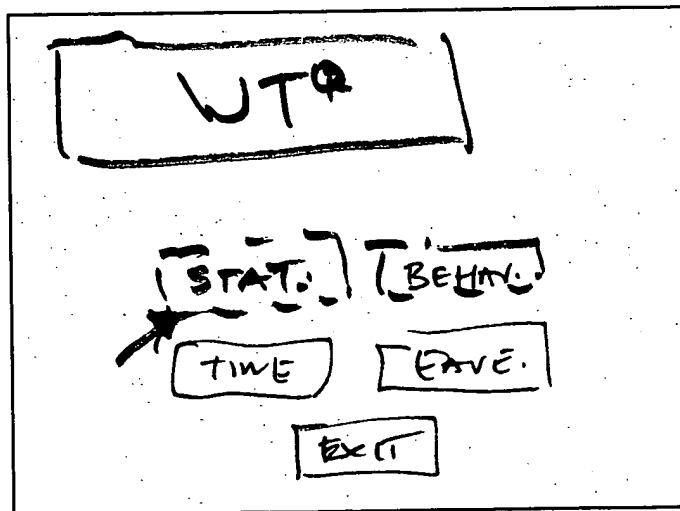


FIG. ~~12B~~ 13B

31/44

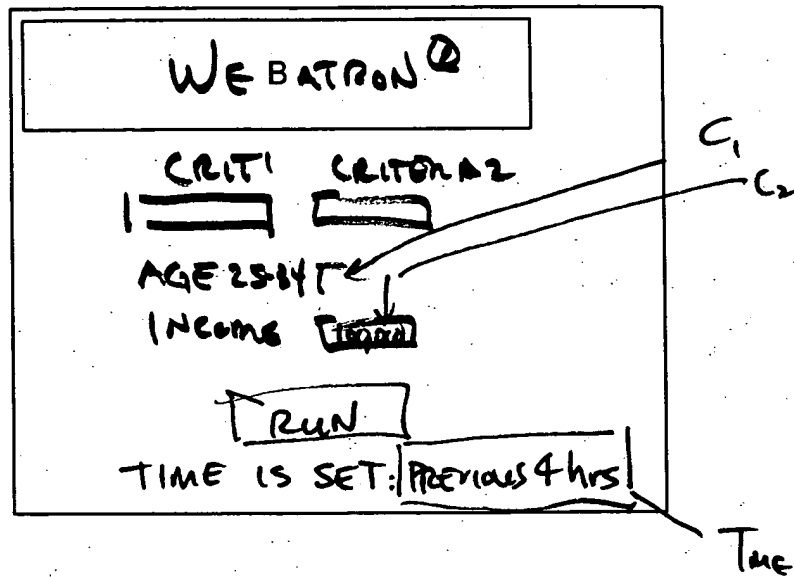


FIG. ~~12B~~ 13C

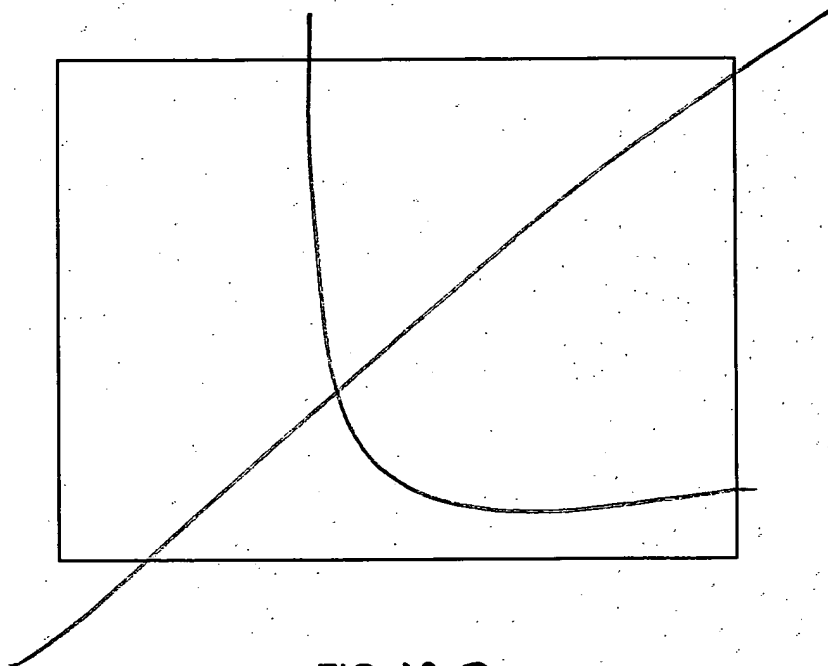


FIG. 12D

32/44

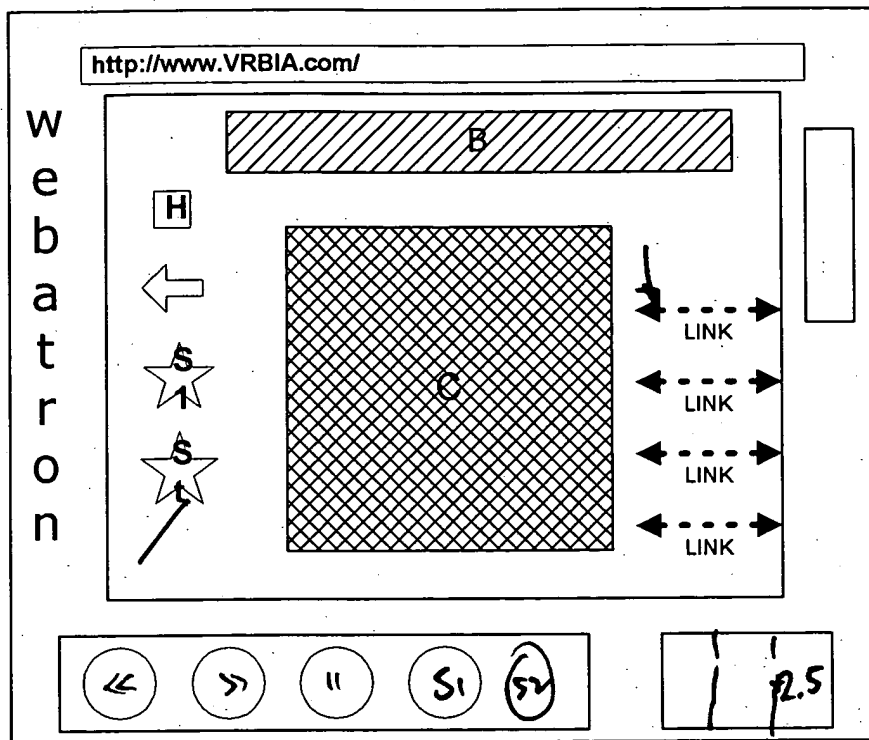


FIG. 14A ($t_{ime} = t_a$)

33/44

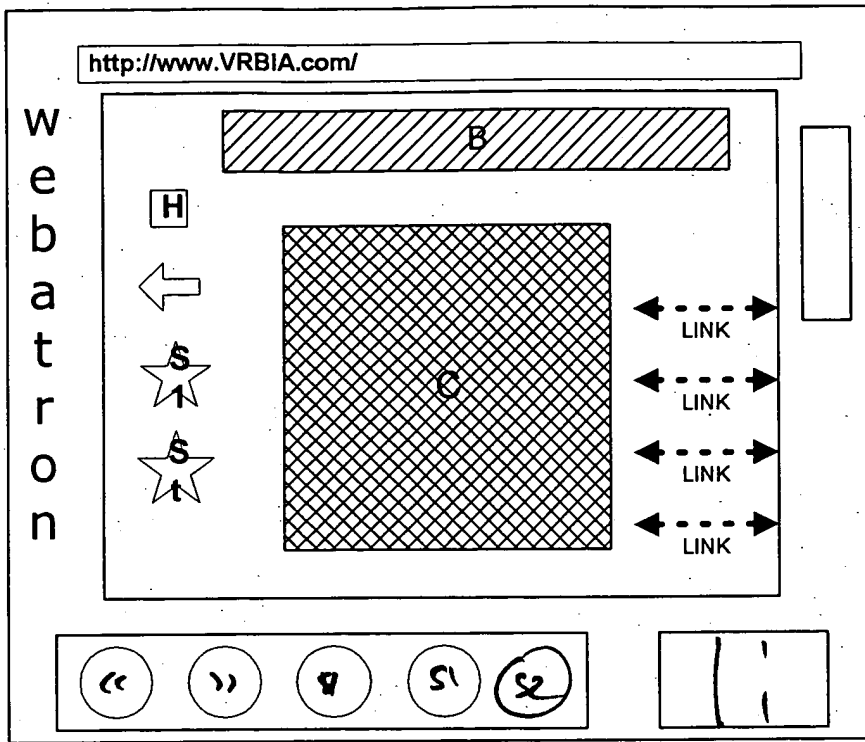


FIG. 143

34/44

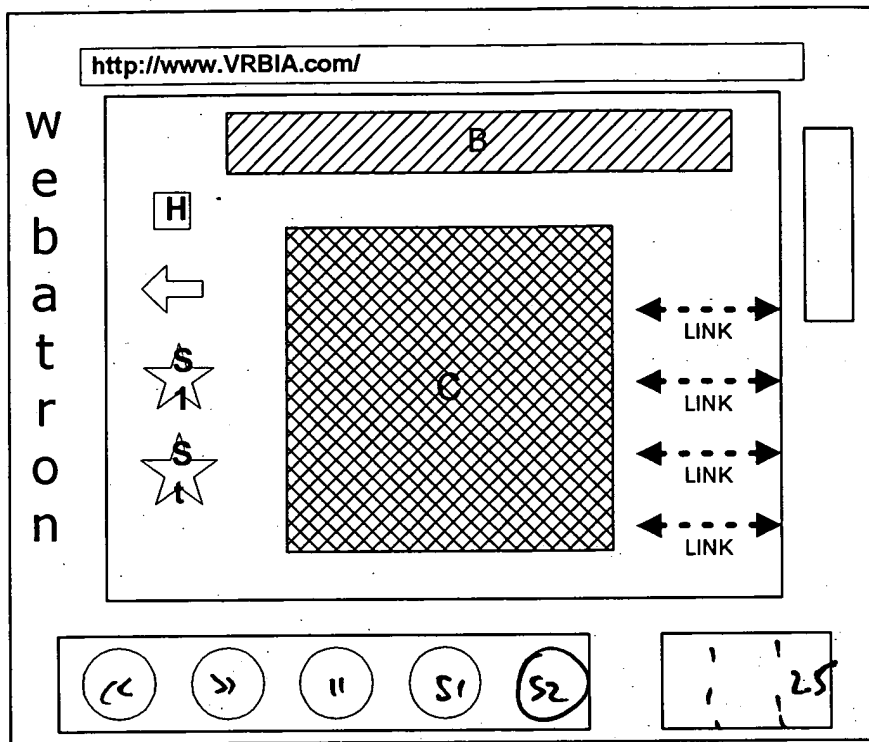


FIG. 14C

35/44

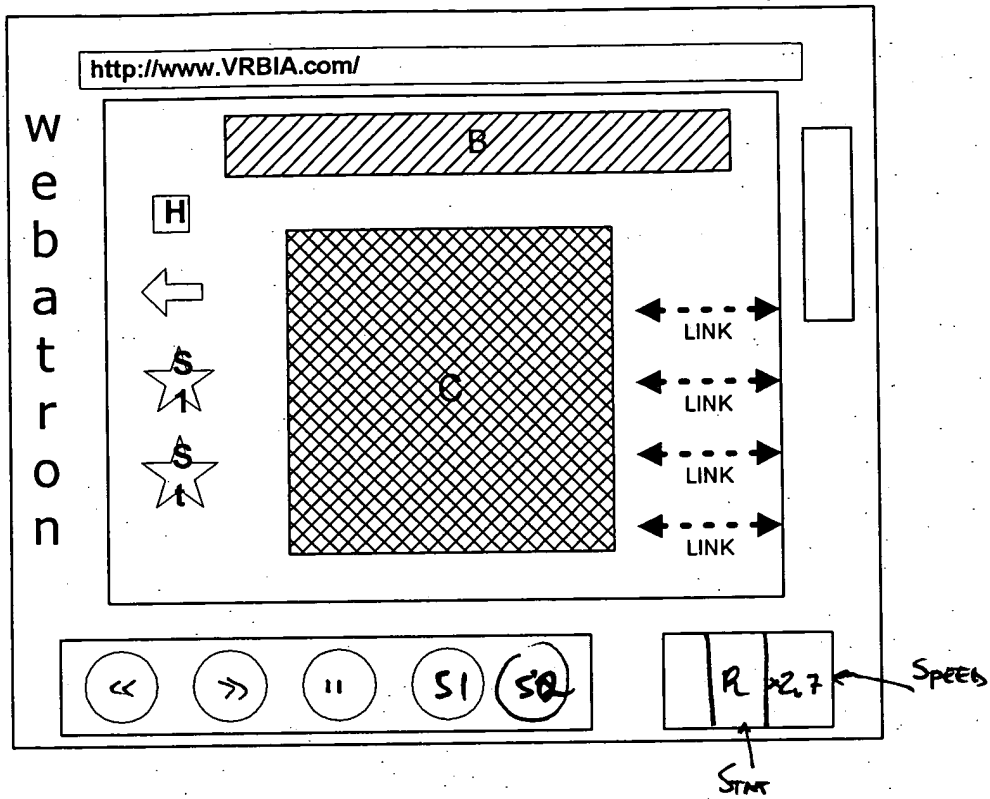


FIG. 14D

36/44

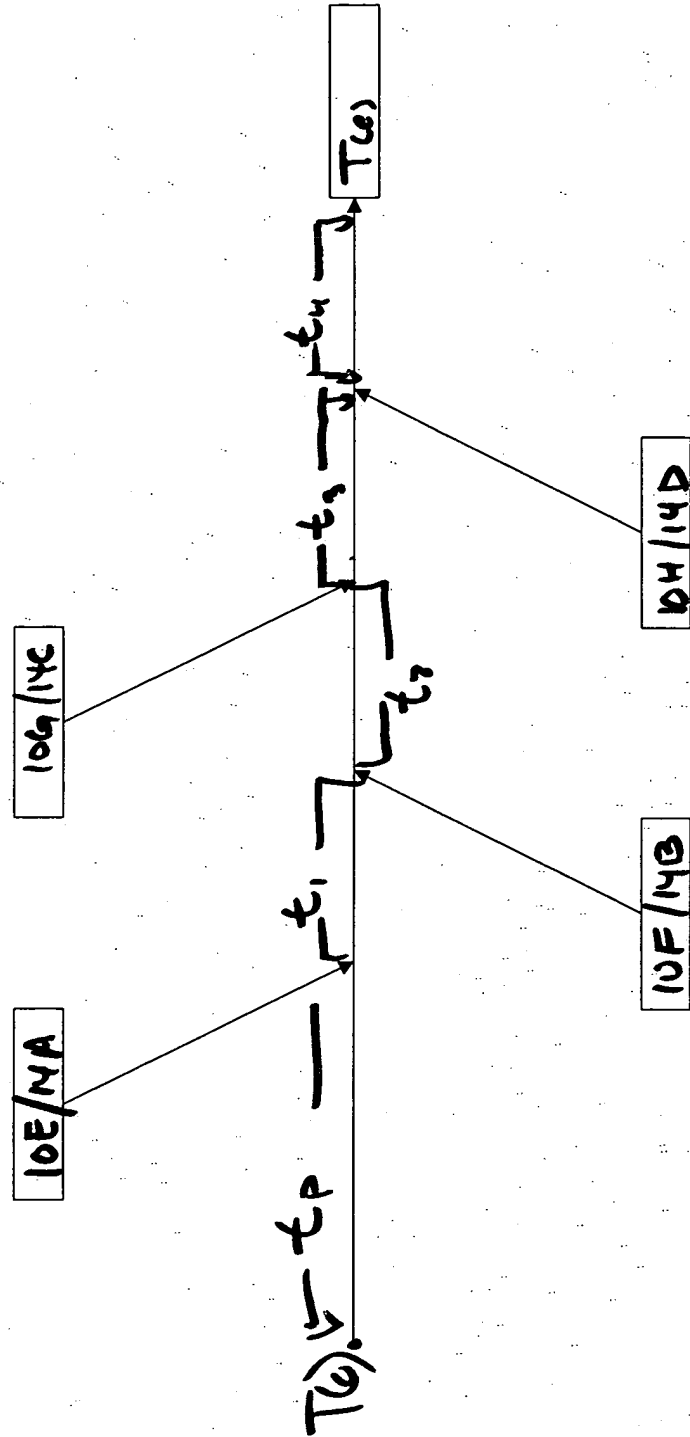


FIG 15

37/44

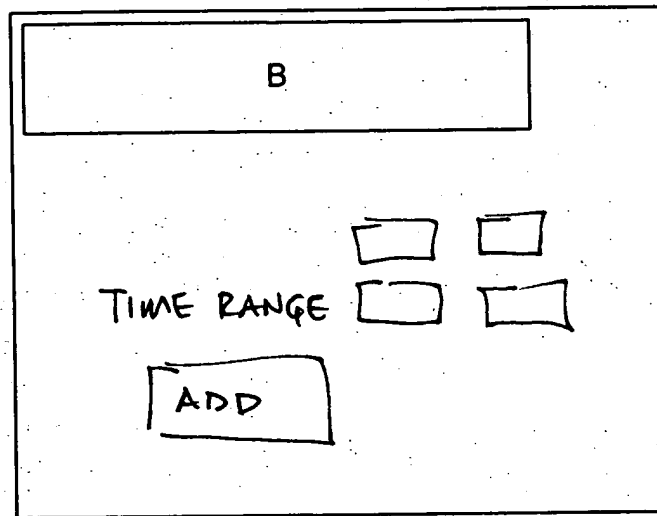


FIG. 16

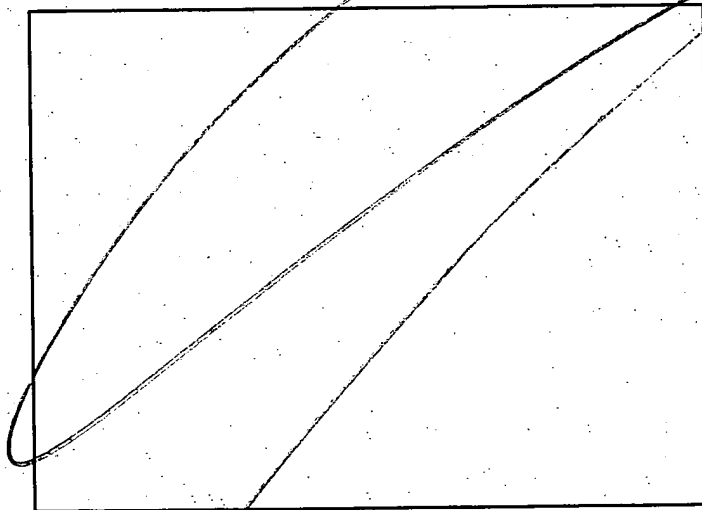


FIG.

38/44

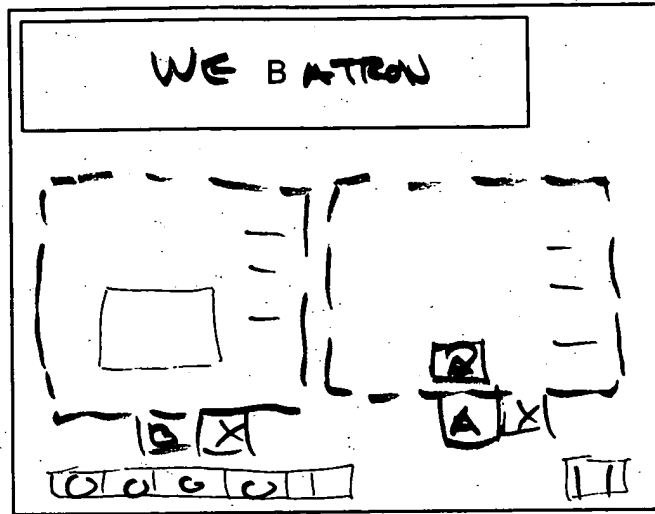


FIG. 17A

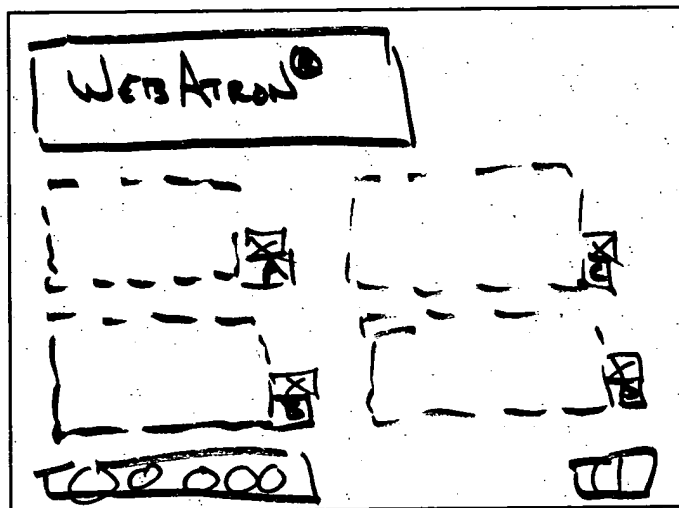


FIG. 17B

39/44

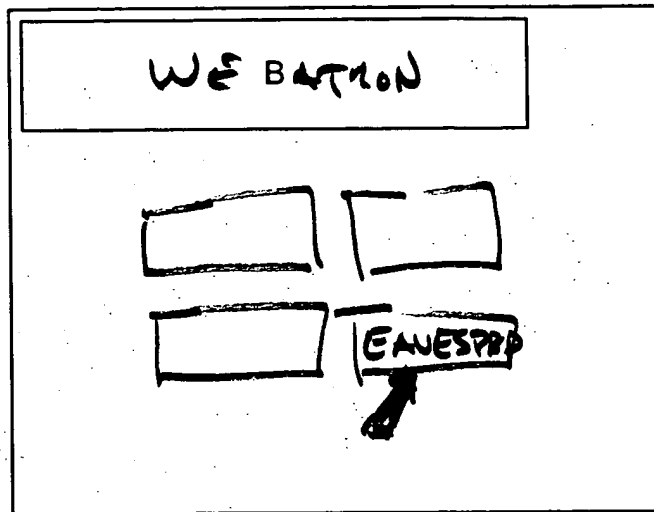


FIG. ~~18A~~ 18A

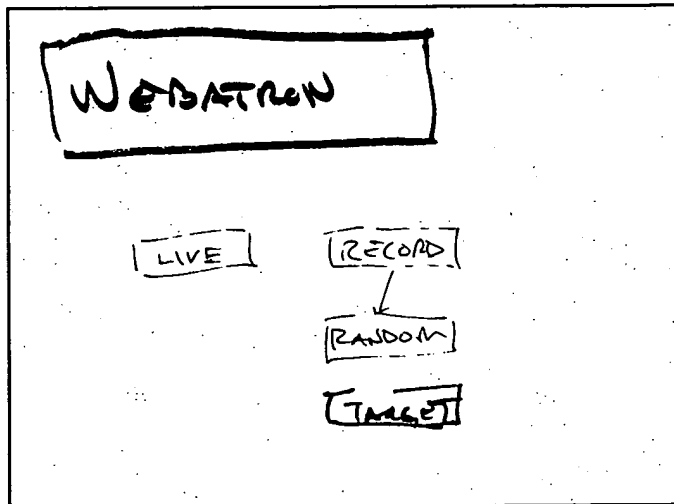


FIG. ~~18B~~ 18B

40/44

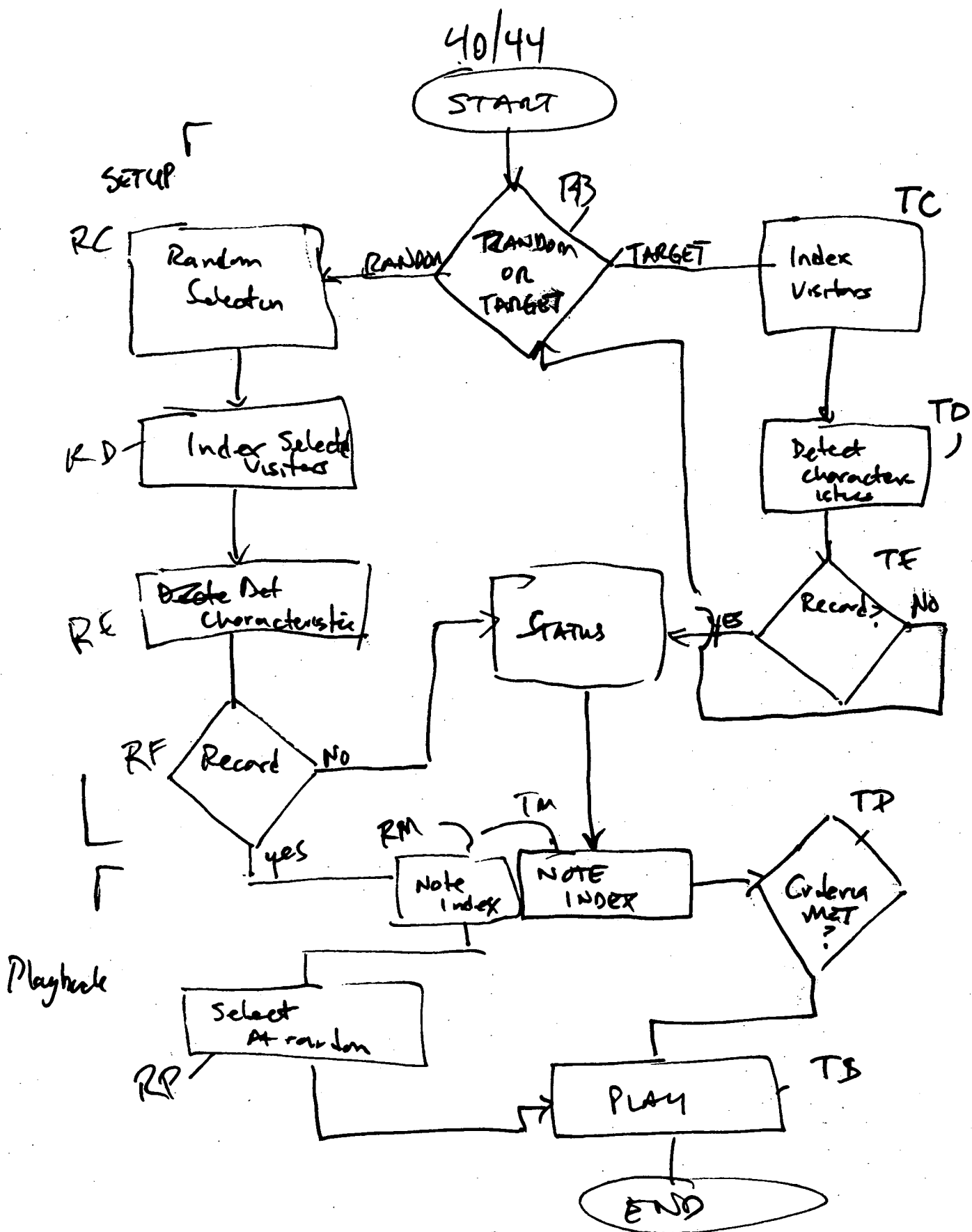


FIG 19
EAVESDROP MODE

41/44

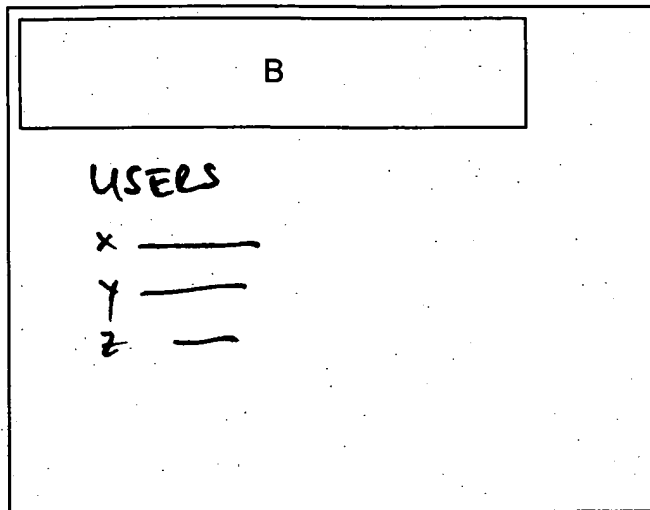


FIG. 20A

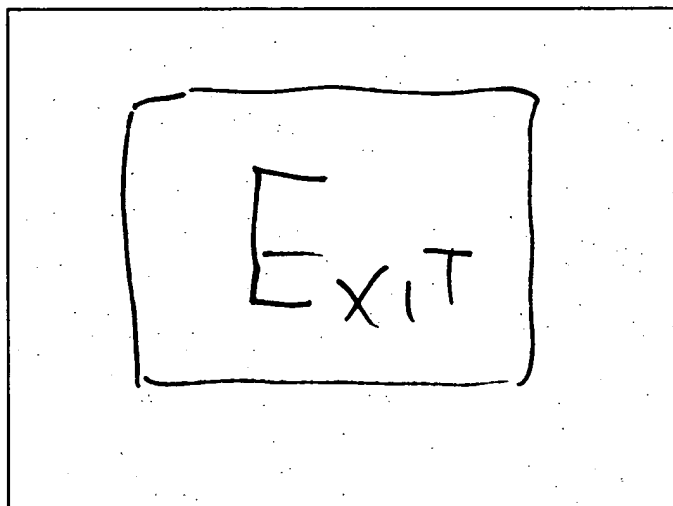


FIG. 20C

42/44

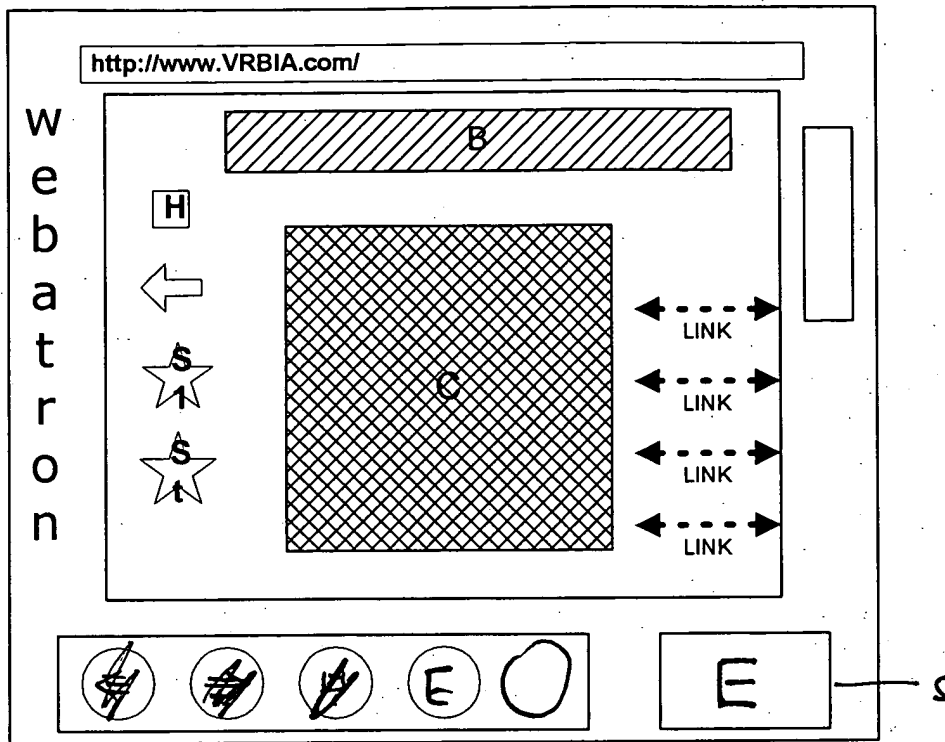


FIG. ~~4A~~ 20B

43/44

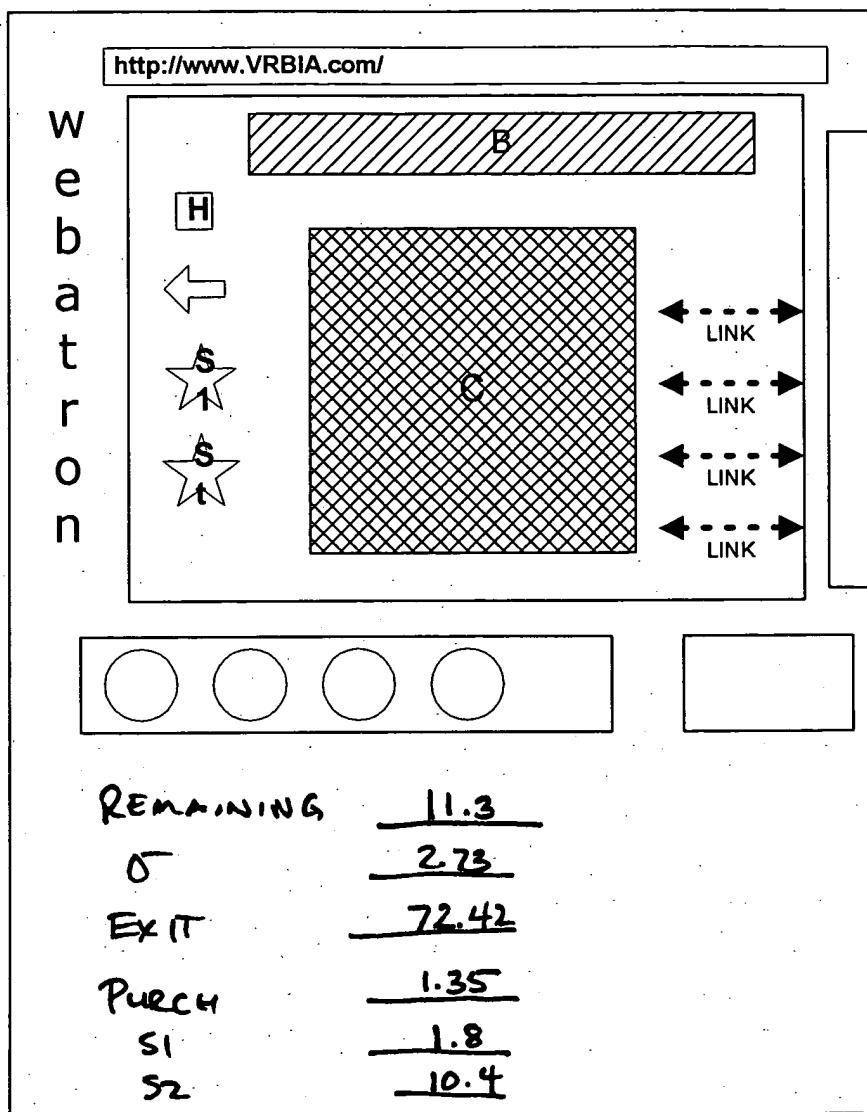


FIG. 21A

44/44

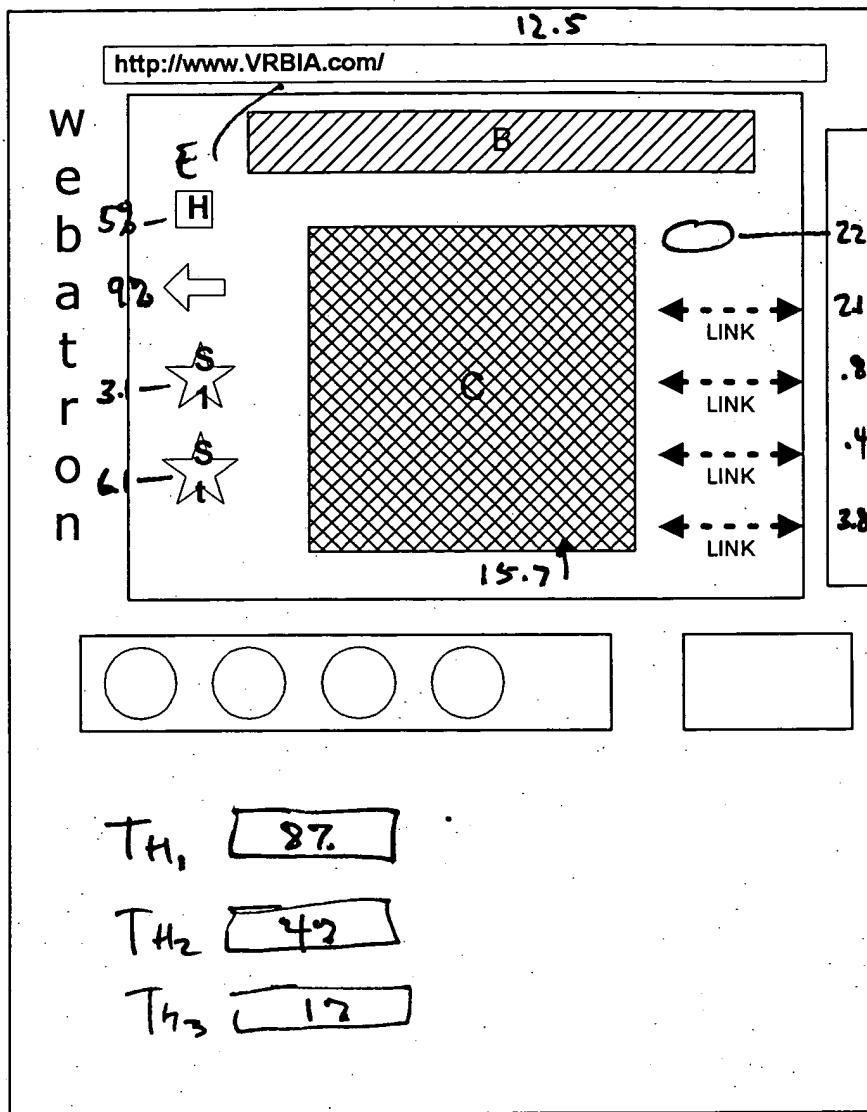


FIG. 21B